



The

Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

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March
1956

The first practical course
for candy technologists

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The Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

Vol. XXXVI

No. 3

March 1956

Edited and Published in Chicago
The Candy Manufacturing Center of the World



*The Sweet
and
The Sour*

The first practical course for candy technologists

Philadelphia leads the way in inaugurating a continuing program of technical candy training 17

Production Conference Program

The program at Lancaster promises to be the most useful and interesting yet 20

Dilation for the Confectionery Industry

Dilation determination, primarily a laboratory tool, may soon be used for fats and oils specifications Arne Gudheim 27

Counterless selling

A unique candy store arrangement promises better display and quicker customer service 42

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COVER: This is a class session of a new and promising course in candy technology. It should be the model for similar courses in other candymaking centers.

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We have heard that the Wisconsin Bridge & Iron Company, a Milwaukee construction firm, this year sent 1,000 two-pound boxes of the new Cransweet cordialed cranberries to friends of the company on St. Valentine's Day. It's a little hard for us to square the traditional sentiment of the day with company gifts to customers and clients, however, if this is an activity that can be encouraged and promoted into a major outlet for candy more power to it. It would seem to be a natural for manufacturing retailers to promote in their own areas.

Biochemists, nutritionists and other scientific workers in the sugar and corn refining and using industries in Holland have formed a "Sugar Information Group". The proposed program embraces the study and encouragement of scientific inquiry on the importance of sugar, corn syrup and other refined carbohydrates in the nutrition of man and animals, as well as the dissemination of information on the subject. The motive for the setting up of the Group was the continuing campaign waged in certain quarters against the use of sugar, in which certain arguments—for example, the view that high consumption of sugar is the cause of dental caries—are not always used justifiable. It was also felt that the results of nutritional research, as far as sugar is concerned, are often interpreted a little too freely. The Sugar Information Group will base its activities solely on the results of research.



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Saran Wrap* is the completely transparent plastic film . . . satin soft, pliable and tough. That's why it makes neater packages that keep their eye-appeal in spite of customer handling. Saran Wrap bags never crack or cloud up, maintain constant pro-

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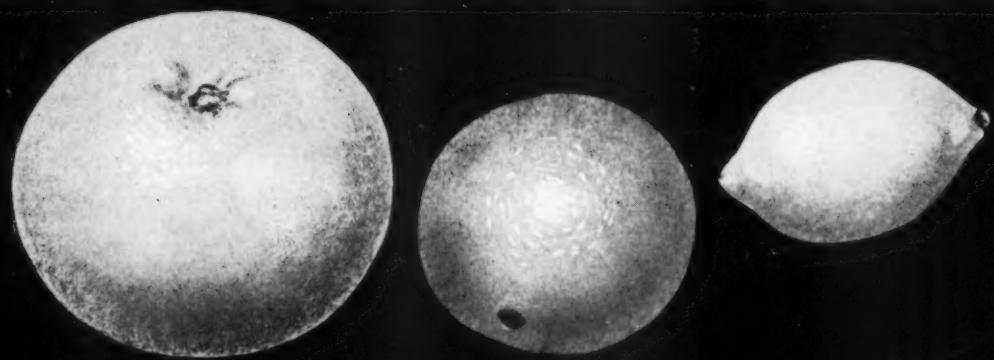
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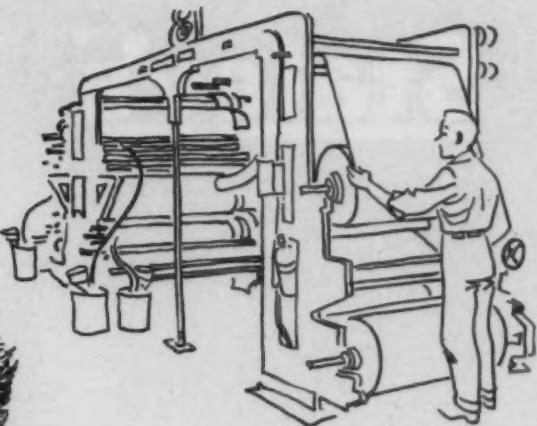
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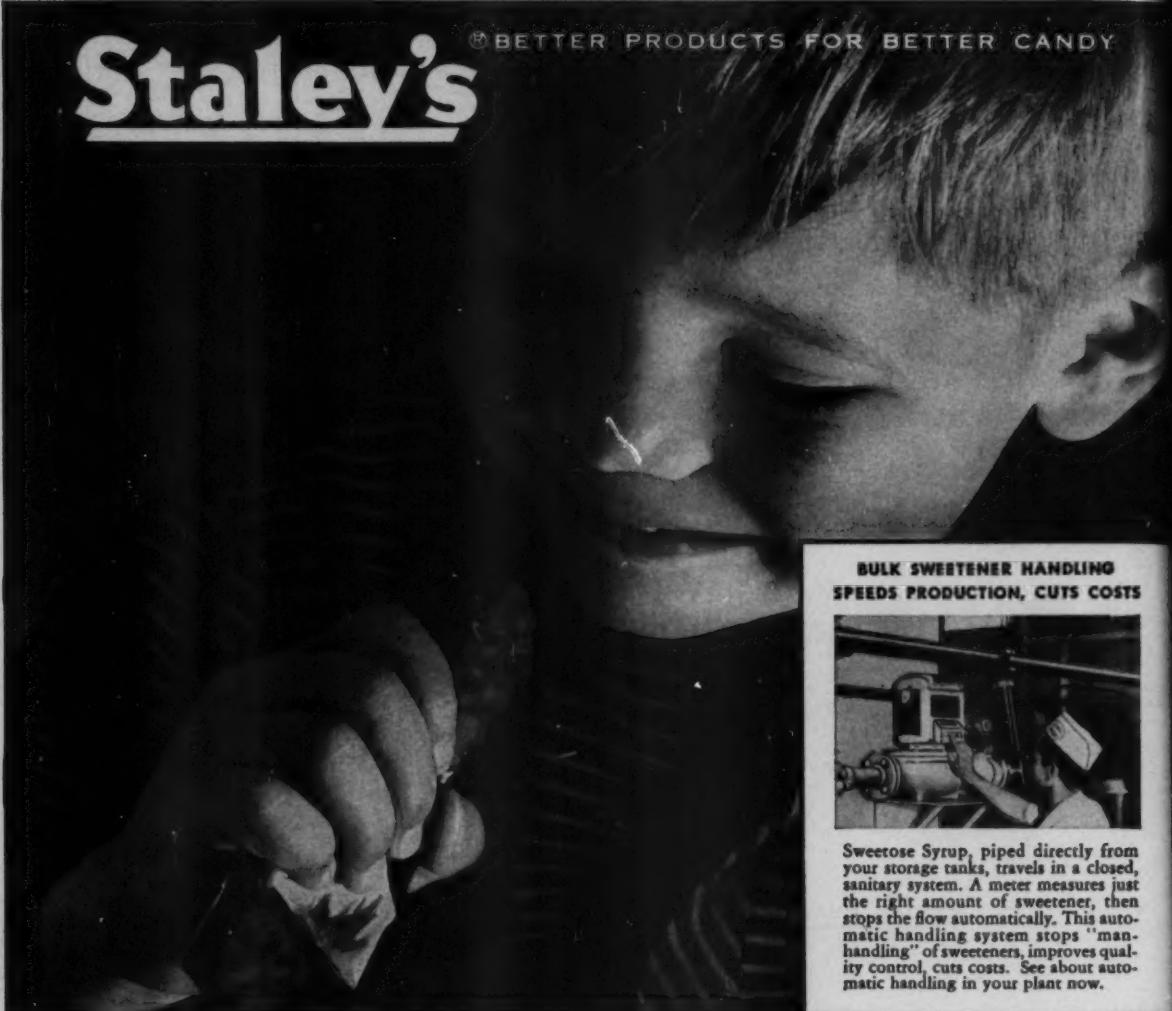
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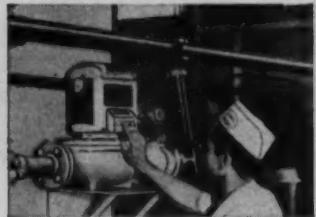
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Sweetose fights candy dryness— makes good eating a sure thing

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Light bodied Sweetose is easier to handle, cooks quickly, whips up faster and lighter. Yet with all these profit-winning advantages, Sweetose is economical to use. See your Staley representative, or write us today.

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You're always sure to arrive at quality in caramels and kisses, taffy, nougats and other "chewy" candies when you use Best Foods vegetable oils.

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Any Best Foods vegetable oil can serve you better, and the Best Foods Laboratories will be glad to show you how. Take the fastest and best way out of your production dilemmas . . . call on Best Foods today.

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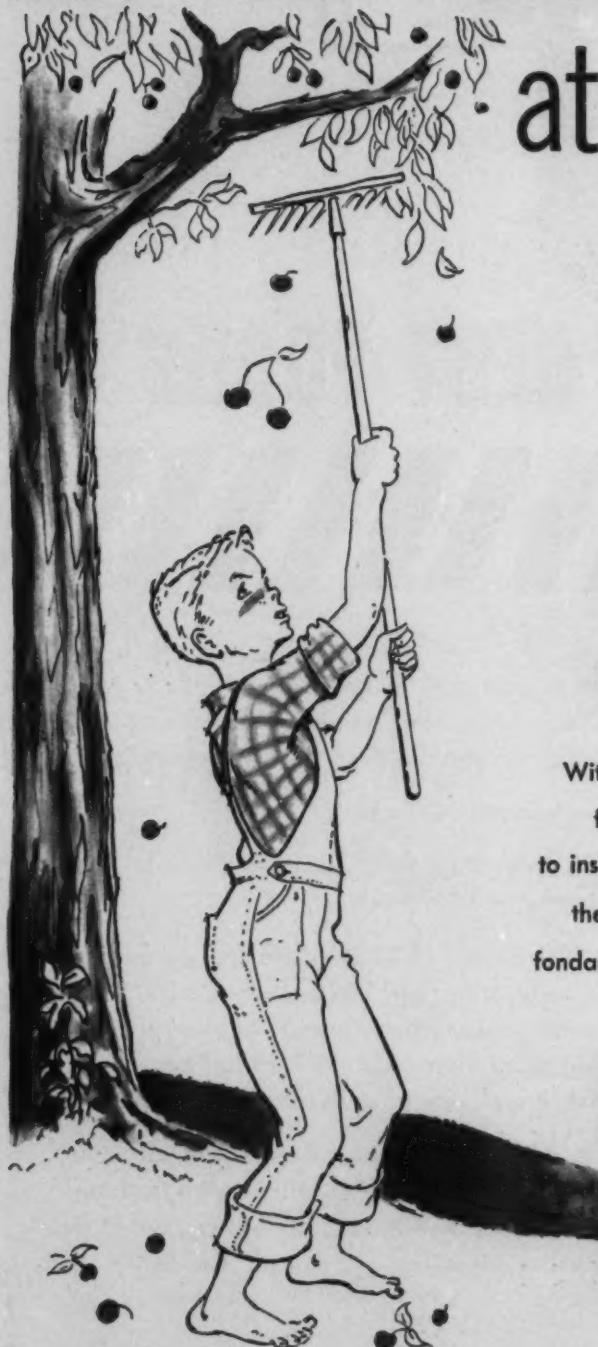
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With a major base in true fruit flavors
fortified with expertly blended synthetics
to insure lasting taste and aroma,
the TRUBASE line gives candy, especially
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BRANCHES IN OTHER PRINCIPAL CITIES OF THE U.S.A. AND THROUGHOUT THE WORLD

The first practical course in candy technology

by STANLEY E. ALLURED, editor

A course has been started in Candy Technology that, at long last, promises to inaugurate an expanding program of technical training for candy makers. The course is being sponsored by the Philadelphia Association of Manufacturers of Confectionery and Chocolate, and is being held under the auspices of Drexel Institute of Technology.

Several favorable circumstances indicate that this course may well be the first of a continuing series. The first, and foremost, circumstance is the enthusiastic support of this project by the Philadelphia association and its members. Certainly the key to the success of such a project is this full endorsement by the industry, and this is the key that has been so conspicuously lacking in other attempts in this direction.

A second factor is the size of the class, which has purposely been kept small. Eighteen students comprise the present class. Each one then has full opportunity to participate in discussions and to take part in the laboratory equipment training.

Drexel Institute is a particularly good place to hold such a course, for its reputation as a technical school is among the best.

The purpose of the course is to provide qualified workers for quality control positions in plant operation. Since the quality of finished candies always starts with the quality of raw materials used, the course emphasizes the various means available for inspecting raw materials and setting standards that

are realistic and effective, based on the particular needs of the individual process and plant. The course is particularly directed to production workers, laboratory technicians and administrative and supervisory officers of candy factories.

Classes are held one evening each week for ten consecutive weeks. Each class period is two and one half hours, with a fifteen minute break. The outline of the course follows.

CANDY TECHNOLOGY COURSE I

Lecture Topics

1. Introduction to Basic Quality Control of Raw Materials. Food and Drug Legislation.
2. Physical and Chemical Measurements: Testing Apparatus and Equipment.
3. Sanitation Materials. Determination of Extraneous Matter.
4. Sugars and Enzymes.
5. Starches
6. Fats, Oils and Shortening. Emulsifiers, Anti-Oxidants.
7. Milk Solids, Milk Solids Non-Fat; Butter.
8. Egg Albumen, Gelatin; Pectin, Gums.
9. Chocolate: Bloom. Cocoa Butter, Cocoa.
10. Nuts and Fruits. Flavors and Colors.

Lectures are given by Dr. Obold and his staff, with

Plastic candy boxes invite every shopper to reach for a sweet!



Sales climb sensationaly because the contents display so appetizingly!

It's almost impossible to resist candy or nuts at point-of-purchase when they're packaged in handsome, transparent gift boxes.

Shoppers buy on impulse. A glimpse of the assortment inside is enough to close the sale.

Monsanto's Vuepak (cellulose acetate) is an excellent material for confectionery packages because it has such exceptional clarity and rigidity. It also forms easily to almost any shape and combines readily with metal or cardboard.

You can imprint Vuepak with a colorful selling message—or a decorative seasonal design which "wraps" the contents elegantly as a gift.

The Vuepak package safeguards the freshness of candy, nuts and other foods. Purity of flavor is retained because cellulose acetate is tasteless, odorless, nontoxic. It is also grease-proof.

The attractive stock packages pictured are fabricated of Monsanto's Vuepak by Weinman Brothers, Chicago, Ill.

Need help? Monsanto will gladly put you in touch with specialists in plastics packaging who will work with you on your own packaging requirements. Write *Monsanto Chemical Company, Plastics Division, Room 618, Springfield 2, Massachusetts*.

VUEPAK*
cellulose acetate



Monsanto also supplies styrene and polyethylene for packaging.

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March 7, 1956

Candy Business

Ernest E. Henrich, president and founder of the **Washington Chocolate Company**, died on March 1st. He founded the firm in 1920. **Charles L. Dahl**, a son-in-law, is active with the firm.

F. A. English, a 40 year employee of **The Planter Nut and Chocolate Company** has been named president. **M. J. English**, a brother, was named vice president and treasurer.

E. J. Brach introduced two new 5¢ bars last month. These are "Coconut Royals" and "Orange Royals". Like the Brach Mint Bar these two items will be twin bars, two in a wrapper.

Hawley & Hoops of Newark has announced that it is moving its entire operation to Hackettstown, N. J. The new plant, to be 235,000 square feet, will be ready for operation in the spring of 1957.

Louis Chiodo, president of **Haas Candy Company** of Oakland plans to expand his retail operation to 400 outlets on the Pacific Coast. Four will be complete candy shops, 100 will be departments in food supermarkets staffed by Haas, and 300 will be candy stands and counters in various types of retail stores. Fifty of these 300 have already been installed.

Sam Goldstein, formerly assistant plant superintendent of **Loft** for ten years, has been named manager of the New York office of **Vogel-Ritt, Inc.**, industrial sanitation consultants.

Curtiss Candy Company's main office was destroyed by fire last month resulting in a loss of property and equipment estimated at \$1,250,000. The Curtiss plants, located in separate parts of Chicago remained in full production and deliveries continued on schedule. Business is being conducted from temporary offices at 1113 West Belmont Ave.

Dittmar's Candies, Inc. of Chicago, was hit by a fire causing damage of \$10,000.

Alfred Beaudry has been appointed chairman of the Western Candy Conference to be held in Los Angeles in 1957.

A new candy company, **Hyde-Pressano**, has started up in San Bruno, California specializing in orange candy. Their main item is a 29¢ roll made from the whole tree ripened orange.

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What is wrong with the confectionery industry? Why is per capita consumption going down? What can we do about it? These questions have been answered for the National Confectioners Association and the Associated Retail Confectioners by Carl Byoir & Associates. Byoir has been selected by the directors of these candy associations to "give our industry something it urgently needs — a powerful voice on the American scene."

Mr. Kalman B. Druck of the Byoir organization has outlined the plan to audiences in Chicago, Boston, Philadelphia, New York, Atlanta and San Francisco in the past month.

The goal of the CIPC (Confectionery Industry Promotion Committee) is \$319,000.00. \$75,000.00 of this is the retainer fee for the Byoir organization. The remainder is expense money for a promotion campaign. This campaign is a 12 point affair: timely news stories for all media, editorial research to win wider support for the industry, cooperation with other industries, school-relations projects, consumer relations through clubs and organizations, wholesaler-retailer relations program, government relations program, speakers program composed of members of the confectionery industry, the furnishing of information to professional speakers, writers and organizations, paid advertising of editorial character, editorial releases for industry members about the CIPC program.

The Byoir organization is one of the nation's largest public relations organizations, and has a solid reputation for producing effective public relations programs. In discussions with candy manufacturers "The Manufacturing Confectioner" has heard but two objections. 1. The Byoir organization has had no experience promoting a food product. (They have as a client A&P which, in a sense, is promoting food, but as a food retailer not a specific food product.) 2. 23.5% of the 319,000 dollars is a retainer fee. The NCA does not have as members such large firms as are found in other trade associations served by the Byoir organization, such as the Folding Paper Box Association (Container Corporation \$186 million in sales), Gas Appliance Manufacturers Association (General Electric \$2 billion in sales), and the Collapsible Tube Manufacturers Association (Alcoa \$708 million in sales).

A one-year shot at this program will be wasting money. In all fairness to the Byoir organization, no public relations firms can give maximum proof of money well spent for the first year. In three years the confectionery industry will be pledging nearly \$1 million.

Will the NCA members support this large a program? It can and should! Pledge all you can because it will help you. The CIPC is asking for 1/15 of 1% of net sales from wholesale confectionery manufacturers, and 1/30 of 1% of gross retail candy sales from manufacturing retailers. This is an insignificant sum when you consider that if this program has the effect of increasing per capita consumption by 1 ounce weekly over a ten-year period, by 1965 this would be an industry increase of 1 billion 400 million pounds, or over 50% increase over the 1955 confectionery industry production figure. Imagine a 50% increase in sales at a cost to you of only 1/15 of 1%.

The matter of what you will gain from this program can be best described by Mr. Druck's remarks in his talk at the regional meetings last month.

"The first and most important result from this public relations program will be a united industry. Support is being asked from non-members, as well as members, to the NCA and ARC. Everyone will benefit. The feeling will grow among manufacturers of candy that everyone is working toward a common goal, and the reward will consist of seeing in print, and hearing on radio and television, statements of the value of candy in everyone's life." You will be a part of this. Whether you sell nationally or regionally, you will be able to see and hear reactions from this program. But don't expect consumer reaction and increased sales to materialize to any great degree immediately upon the launching of the program. Don't get discouraged in 6 or 8 months.

Mr. Gott, in his address before the Chicago regional meeting, said that if the industry kept its present rate of consumption, this country as a whole will consume 37% more chocolate and candy in 1965 than in 1955. This does not take into consideration the push of sugared cereals, gelatin desserts, bakery, ice cream and soft drink manufacturers, for a greater share of the food dollar. These other industries are pushing their products into spheres that were once held almost exclusively by candy, the after-school snack, and the lunch pail dessert.

You have seen the impact of the "Take Tea and See" campaign, the Milk Foundations appeals and the Meat Merchandising Institutes program. These are all successful industry campaigns which are gaining the consumer's attention. The same can be done for candy.

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assistance from authorities in the various raw materials of interest to candy manufacturers.

Those attending the course come from both the largest and very small firms in the Philadelphia area, with some traveling as much as one hundred miles to attend. It is certainly evident that size of factory is not a controlling factor in interest among the students. Both get a great deal out of the course, and both add to the value of the discussions.

This course fills a long felt need in this industry. As long ago as 1930, committees of the National Confectioners Association were formed to start such a course of study. Many people in this industry have given lip service to the idea of a university-conducted and industry-sponsored program of candy research and training in candy making. Though some attempts were made in this direction from time to time, they were short lived. The one essential ingredient of success was lacking, the enthusiastic and dedicated support by the top leaders of the sponsoring industry group.

It remained for the Philadelphia group, who has led the industry in similar directions, to take the lead in this one. Mark Heidelberger, the president of the PAMCC and one who has consistently supported by word and action the ideal of industry cooperation to solve its problems, appointed the following men to serve on a committee to formulate the course, with the assistance and guidance of the officials of Drexel. John Vassos, Chief Chemist at Whitmans, Philip Wunderle of Wunderle's, Charles Smylie of National Licorice and, of course, Hans Dresel of Felton Chemical.

The reaction of the industry and students to the course has been so good that its continuation seems assured. At least similar courses will be offered, and probably advanced courses will be formulated and presented as soon as enough "graduates" of Course I are available.

At least two other candy making centers, who have larger potential financial support student attendance than Philadelphia, are in a position to follow this lead. Two or three other cities probably could also do something similar.



Almond Mellows

No doubt about it . . . this is not an ordinary piece of candy. That's the message candy buyers get from that big blanched almond on these Almond Mellows. Write us for the formula . . . and ask us about almonds. Whether you want size-graded whole kernels or processed specialty items like diced or diced-roasted almonds, it pays to order Blue Diamonds. No dust, bitters, or foreign particles. Controlled minimum moisture content. Blue Diamond quality cuts handling costs in your plant. Write for samples and prices.



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Production Conference

Pennsylvania Manufacturing Confectioners Association
Franklin & Marshall College, Lancaster, Penna.

April 26 and 27, 1956

THURSDAY, APRIL 26th:

Moderator: Otto J. Glaser Chairman, Executive Committee, P.M.C.A.	4:00	Human Relations
8:30 A.M. Registration	4:30	L. Russell Cook, Ambrosia Chocolate Co., Milwaukee, Wis.
9:00 Invocation	5:00	Discussion
9:05 Greetings	7:00	Adjournment
I. Harry Goldenberg, President, P.M.C.A.		The Pennsylvania Manufacturing Confectioners' Association Dinner (Dress Informal)
9:10 Report on Research C. R. Kroekel, Chairman, Research Committee, P.M.C.A.		Hotel Brunswick, Lancaster, Pa.
9:25 The Value of Auxiliary Sanitary Inspection Ferdinand A. Korf Director, Bureau of Food Control, Baltimore City Health Department, Baltimore, Md.		Pennsylvania Dutch Dinner
10:00 Calculations For Use With Sugar Products Louis Lang Chief Chemist, The National Sugar Refining Co., Philadelphia		Hans F. Dresel, Chairman, Tenth Anniversary Production Conference
10:25 New Developments in Edible Fats Peter Kalustian E. F. Drew & Co., Inc., Boonton, N. J. Melvin Ott Durkee Famous Foods, Chicago		I. Harry Goldenberg President, P.M.C.A. Toastmaster
W. M. Cochran Durkee Famous Foods, Chicago		Greetings from National Confectioners' Association
11:15 Recess		Philip P. Gott, President
11:30 Continuous Candy Cooking in Turba Film (R) Process Equipment Calvin L. Rasmussen Rodney Hunt Machine Co., Orange, Mass.		Address
Continuous Heat Transfer and the Confectioner John P. Bolanowski The Girdler Company, Louisville, Ky.		B. E. Proctor
12:30 P.M. Discussion		Professor of Food Technology, Massachusetts Institute of Technology, Cambridge, Mass.
1:00 P.M. Luncheon (Served on campus)		
2:00 P.M. Belting Problems Encountered in Chocolate Enrobing James A. Linn The Burrell Belting Co., Tarrytown, N.Y.		
2:25 The Application of Mylar in the Confectionery Industry C. Robert Morrison Mohawk Supply Co., Philadelphia		
2:40 The Qualities in Candy for which a Buyer Looks Charles F. Nickel, H. C. Bohack Co., Brooklyn, N. Y.		
3:15 Recess		
3:30 Cost Reduction Edward A. Terry, Wallace & Co., Brooklyn, N. Y.		

4:00

Human Relations

L. Russell Cook, Ambrosia Chocolate Co., Milwaukee, Wis.

Discussion

Adjournment

The Pennsylvania Manufacturing Confectioners' Association Dinner (Dress Informal)

Hotel Brunswick, Lancaster, Pa.

Pennsylvania Dutch Dinner

Hans F. Dresel, Chairman, Tenth Anniversary Production Conference

I. Harry Goldenberg

President, P.M.C.A.

Toastmaster

Greetings from National Confectioners' Association

Philip P. Gott, President

Address

B. E. Proctor

Professor of Food Technology, Massachusetts Institute of Technology, Cambridge, Mass.

FRIDAY, APRIL 27th:

Moderator: Clarence G. Bortezfield

First Vice President, P.M.C.A.

The Production of Citrus Oils

C. E. Printz

Plymouth Citrus Oils Company, Winter Park, Florida

9:00 Depositing Candies in Moulds

John W. Vassos

Stephen F. Whitman & Son, Inc., Philadelphia

10:00 A.M. Microscopical Investigations About Conching

Dr. Ernstgeorg A. Hanssen

H. Bahlsens Keksfabrik K. G., Hannover, Germany

10:35 Relation Between Horticulture of Cocoa and the Flavor of the Beans

E. W. Meyers

Hershey Chocolate Corporation, Hershey, Pa.

Recess

Radiant Cooling

E. H. Morgan, P. E.

Reflectotherm, Inc., Cincinnati, Ohio

12:00 Cordial Fruit Cream Centers — Controlling Liquification

James A. King

The Nulomoline Division of American Molas

lasses Company, New York

in collaboration with

Anthony Monti

Applied Sugar Laboratories, Inc., New York

1:00 P.M. Luncheon (Served on campus)

Round Table Discussion

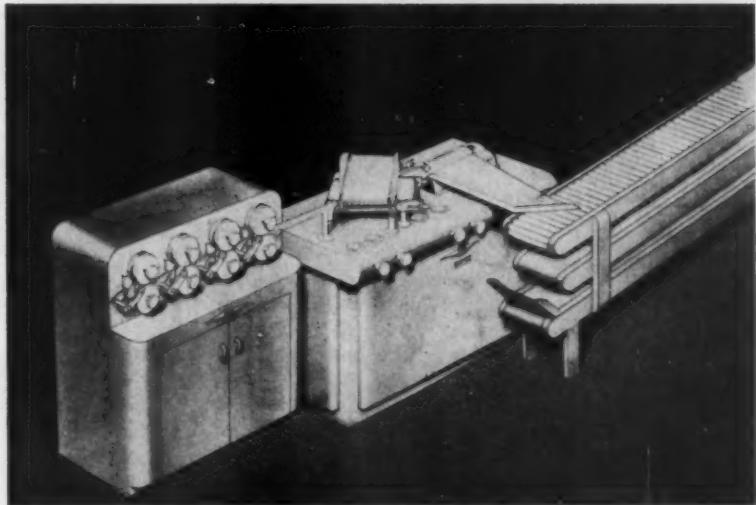
Directed by James A. King

March, 1956

Candy Equipment P R E V I E W



M. F. P. STICK-MASTER



A MODERN APPROACH TO STICK CANDY MAKING

New Style — Twister, Cutter & Straightener.

Flexible — 5/16" to 1" diameter and 4" to 10" long.

Productive — up to 1200 inches per minute.

Sanitary — stainless steel finish — candy always in sight.

TWISTER blends the new with the best of the old. Two diagonally running Neoprene belts roll the candy rope as the twist is put in. Results are comparable to table work. Perfect roundness without breakdown of pulled section.

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Also available is a special diagonal cutter for canes.

STICK STRAIGHTENER treats each stick individ-

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SIZER is particularly designed to go with the Stick-Master—same finish, same positive gear-head drive. Sizing rollers are electrically-heated.

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SANITARY—Attractively finished in stainless steel. Easy to keep clean. All parts are fully accessible through large panels. The candy is always in full view.

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End worries about splinters creeping into dipped chocolates. TOTELINE Stock Boxes are always smooth . . . and odorless.

EASY TO HANDLE

These molded fiberglass boxes are light but strong. You can't bend them, you can't dent them. And, what's more, they nest . . . saving you valuable storage space. Available in colors for easy identification.

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Write for Bulletin 445

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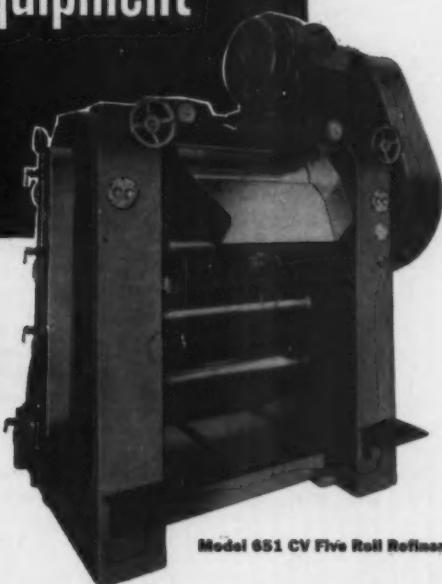
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Chocolate Paste Mixer



2000 lb. Mixing and
Tempering Kettle,
Vertical Type



Model 88 DSL
Cracker & Fanner



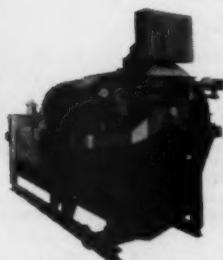
Model 651 CV Five Roll Refiner



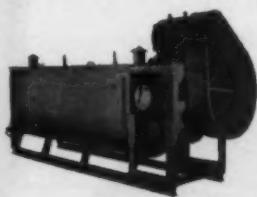
Model 450 Twin Paste Mixer



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Chocolate Tempering Machine



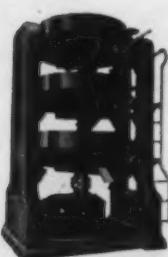
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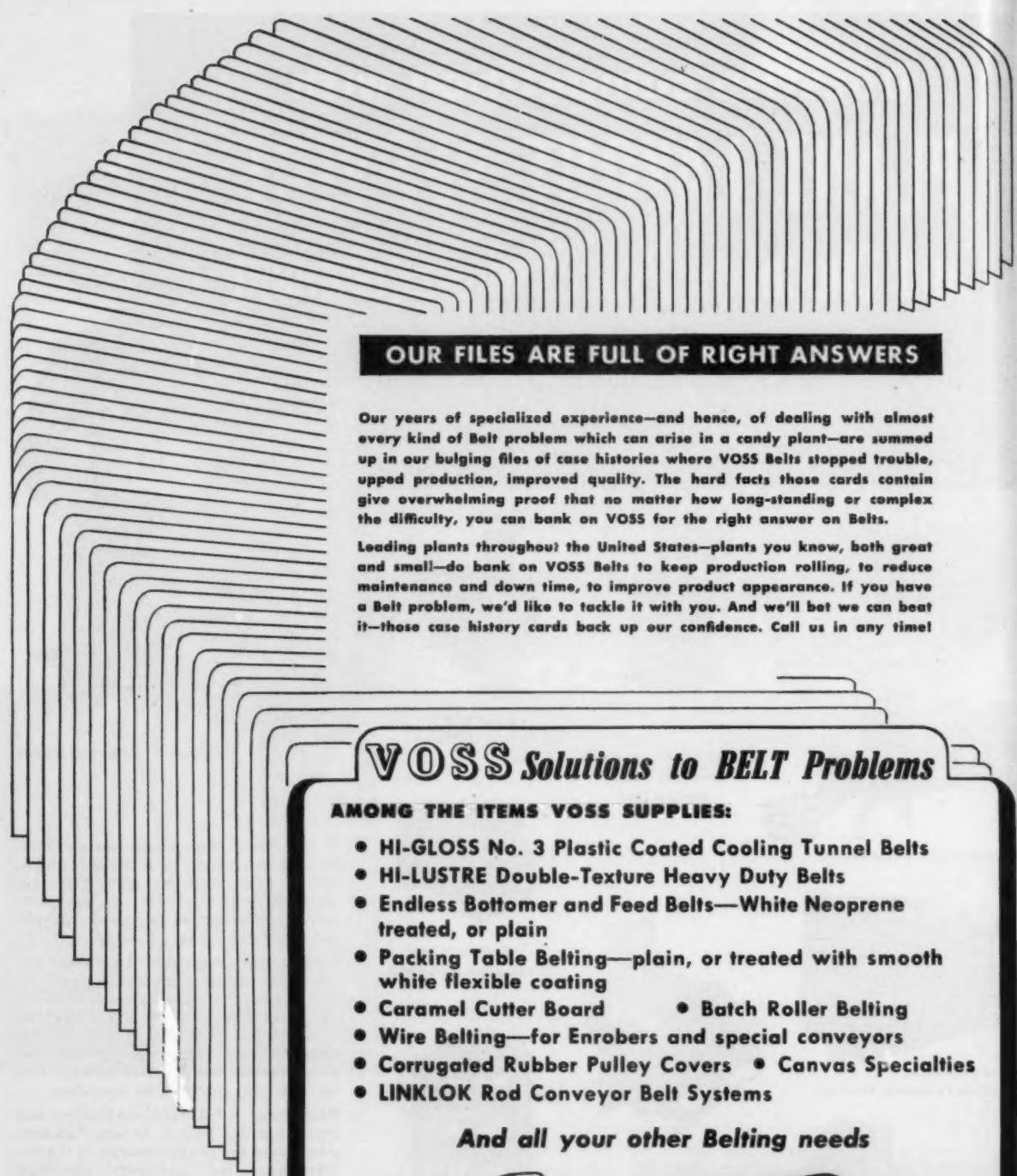
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- HI-GLOSS No. 3 Plastic Coated Cooling Tunnel Belts
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The logo features the word "VOSS" in large, bold, three-dimensional letters with horizontal stripes. Below it is a banner with the words "BELTING & SPECIALTY CO." in a stylized font. The entire logo is set against a dark background.

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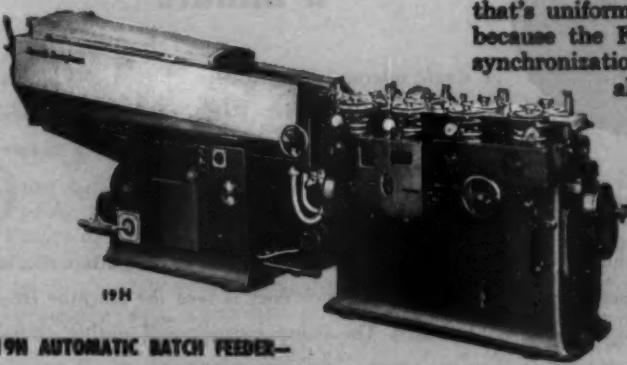
Hansella®

sizes 265 feet of rope per minute
—automatically!

"Automatically" means just that — these Hansella installations *eliminate* hand feeding and hand sizing by doing all the work mechanically. In fact, they do so much of the work automatically, one person can handle as many as *three* machines, simply by pushing buttons!

The Hansella units shown here are new-design versions of earlier models, and they combine the best characteristics of those world-famous machines with many new features.

For example, a Hansella unit always produces rope that's uniform in size and constant in cross-section, because the Feeder and Sizer are locked in perfect synchronization, giving the operator full control at all production speeds.



19H AUTOMATIC BATCH FEEDER—

65D HIGH-SPEED ROPE SIZER

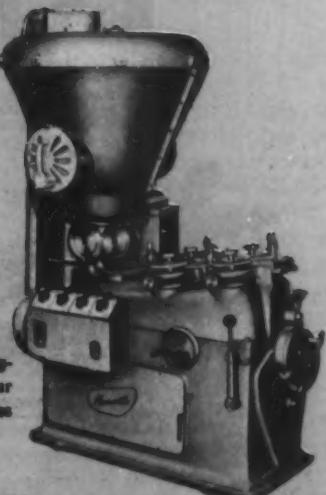
Fully-automatic, continuous pulling-out of filled and solid candies, striped or single color, in all types of high boiled sugar batches... distortion-free striped candy... fast wash-up and changeover.

Floor space.....19H—approx. 6'6" by 2' by 6' high
65D—" 3'5" by 2'6" by 3' high

Speed of rope..16 To 265 Feet Per Minute
Final rope size.. $\frac{3}{8}$ " minimum; 1 $\frac{1}{4}$ " maximum

Write for
Illustrated literature
containing additional
information.

65D



73E FEEDER AND ROPE SIZER

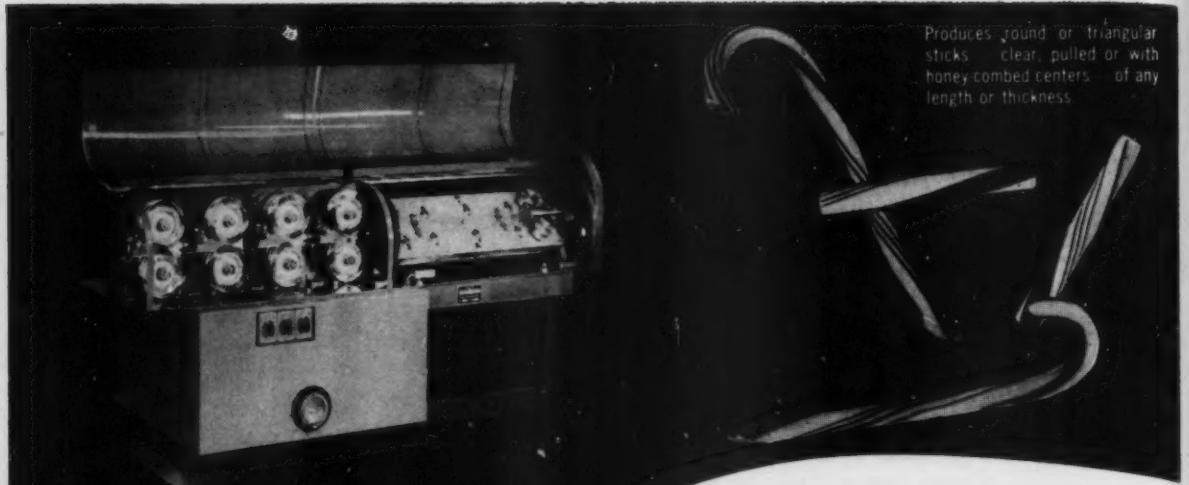
For fully-automatic and continuous pulling-out of all one-color, high boiled sugar batches, and all low boiled masses such as taffy, caramel, and toffee.

Floor space.....4'6" by 3'6"
Speed of rope..16 to 175 feet per minute
Final rope size.. $\frac{3}{8}$ " minimum 1 $\frac{1}{4}$ " maximum

Hansella

HANSELLA MACHINERY CORPORATION (N.J.)

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Produces round or triangular sticks—clear, pulled or with honey combed centers—of any length or thickness.

the Racine Stick Candy Machine

automatically, continuously sizes, twists and cuts sticks of any diameter and length

**produces up to 1,200 inches
a minute**

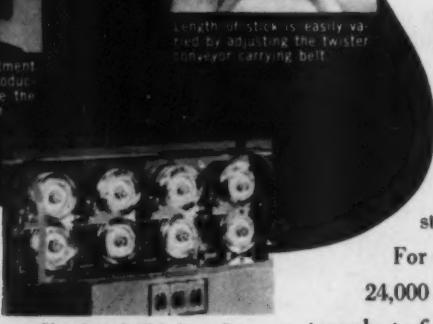
A single operator can produce up to 1,200 inches of stick candy a minute with the Racine Stick Candy Machine.

For three-inch sticks, this means as much as 400 a minute . . .

24,000 an hour. Just divide 1,200 by the length of stick you want to make to find out your maximum production.

And, the operator needn't be skilled or experienced to attain this high speed production. All the operator does is feed the machine from a batch roller or flat board. The sizing, twisting and cutting are automatic and continuous.

The Racine Stick Candy Machine means increased production and lower costs for you. Get the complete details today—the coupon is for your convenience.



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Keeps sticks straight and round while cooling.

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Please send me full details on how we can produce up to 1,200 inches of stick candy a minute with the Racine Stick Candy Machine.

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ABSTRACT

All edible fats contract or shrink several percent in volume upon solidification, or expand upon melting. This phenomenon is the basis for an important laboratory test known as Dilatation. In general, the degree of contraction or expansion, permits one to determine the percentage of "solids" present and their phase condition.

The dilatation value of a partially or completely solidified fat, such as cocoa butter, can be expressed as the difference in its specific gravity and the theoretical value if the material were completely liquid at the temperature in question. Dilatation data would go far in explaining the, "Physico-Chemical" changes occurring during the "tempering" of chocolate. Such data would also probably be very useful in pointing the way for further improvements in this operation, and in developing and checking cocoa butter substitutes.

DILATOMETRY

for the confectionery industry

by ARNE R. GUDHEIM, *The Kontro Company*

During the last few years, an analytical procedure known as the "dilatation determination", has been mentioned frequently in connection with edible fats and oils, and candy people, and especially those dealing primarily with chocolate products, are asking themselves—what is the significance of this test and what can it do for me?

This term will unquestionably come-up more often in the future as further attempts are made to improve the physical handling of natural chocolate products as well as compound coatings. To understand the physico-chemical significance of changes during such handling and to be in a better position to appraise the potentialities of the compound substitute fat products now being offered, it seems timely to briefly discuss this laboratory procedure.

It is the object of this paper, therefore, to describe in as simple and as concise a manner as feasible the meaning of this term, and to briefly review the background of this procedure. Some of the potential advantages of the knowledge gained from the application of dilatometry to candy fats will be pointed out.

DEFINITION

In the broadest terms, dilatometry is simply the determination of specific gravities of edible fats and the like at various temperatures usually under specific cooling and/or heating conditions. In general, however, somewhat more care and skill are required in making such tests than are needed in making, for example, pycnometer gravity determinations. Whereas the latter are usually confined to completely liquid materials, dilatation determinations are always made on semi- or completely-solid fats, although during the test they are completely liquidified at one time or another.

Edible oils and fats expand in volume when they are increased in temperature and vice versa, contract when cooled. This property is usually referred to as their "coefficient of expansion", but for such values to have real significance, they must be related to temperature.

In the completely liquid state all commercial edible fats and oils expand or contract in volume uniformly, at about the same rate for practical purposes, with

respect to temperature. In other words, such products can be said to have practically the same coefficients of expansion above their melting points. This property has, of course, been known for many years, and can be thought of as the first rule of dilatometry.

The same phenomenon applies to oils and fats when completely solidified, but the rate at which they contract with cooling or expand upon increase in temperature, is usually a good bit lower than when completely liquid.

Though commercial fats and oils have much the same coefficients of expansion in the liquid state even though their fatty acid and glyceride compositions may vary a great deal, this is not true of the completely solid condition. For example, the coefficient of expansion of completely solidified tristearin (all saturated acids) is only about one-third that of the same material in the completely liquid state; whereas that of fats which have so called "unsaturated" fatty acids in their glyceride structure, will run close to one-half.

One should remember, however, that the foregoing differences apply only to edible fats and oils completely solidified. And many such products often contain appreciable amounts of liquid portions even though they are "brick hard" and their temperatures quite low.

This phenomenon of completely solidified, edible fats and oils having lower and non-uniform coefficients of expansion in the completely solid state is not nearly so important from the standpoint of dilatometry as the first rule, but it is helpful in that it enables one to determine at approximately what temperature a particular specimen is completely solid. The ability to do this can be quite useful with cocoa butter and such substitute products, and as will be brought-out later-on, dilatation data indicate the former is completely solid below about 20°C. when in its most stable phase condition.

When an edible fat or oil sample, such as cocoa butter or a substitute product, solidifies, that is, changes from the completely liquid to the completely solid state, there is a comparatively large contraction in volume, or vice versa, there is a corresponding

increase in volume when such materials change from the completely solid to the completely liquid phase. This very important fact or property is the crux and most important rule of dilatometry.

DILATATION VALUES

Changes in volume of such magnitude are not too hard to measure, and it has been determined that equilibrium values intermediate between those of complete solidification and complete liquification are a direct indication of the percent solids present. For example, suppose a cocoa butter type product had a contraction in volume due to complete solidification of seven (7) percent, then when exhibiting a stable contraction of only three and one-half (3-1/2) percent, it is composed of approximately fifty (50) percent solids and fifty (50) percent liquid at the temperature in question, even though it may appear to be completely solid.

As the temperature is further lowered during cooling, the ratio of solids to liquid will increase and vice versa, when the temperature is raised. These important ratios or relative amounts of solid to liquid can be determined with a high degree of accuracy with the dilatation test.

Although the dilatation value of a partially or completely solidified fat has been defined as the difference in its specific gravity and that which would prevail were the material completely liquid at the temperature in question, dilatometry might be expressed in another way as the relative amounts of liquid and solid phases present at the temperature in question.

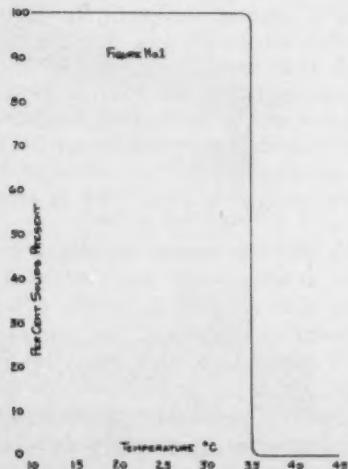
DILATATION CURVE OF A PURE FAT

All commercial edible fats and oils are composed of a great many different glycerides, each having different melting and solidification properties. As a consequence, commercial fats melt or solidify over a comparatively wide range of temperatures—even cocoa butter to a lesser degree. A hypothetical pure fat, however, composed of only one glyceride would melt or solidify at a constant temperature.

The dilatation properties expressed in terms of percent solids of such a fat having a melting point of 35°C. would be as shown in figure 1 and is said to have a straight up and down dilatation curve.

DILATATION CURVE OF COCOA BUTTER TYPE FAT

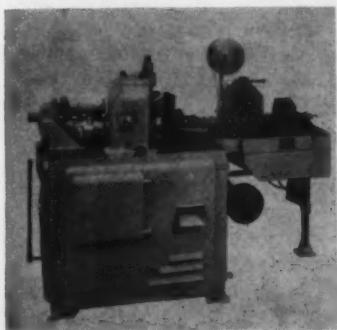
The dilatation graph of a fat very much like cocoa butter should be of assistance in understanding the fundamental aspects of the dilatation technique as related to such products.



First of all, one may see from figure no. 2 the fat depicted therein is not completely melted until a temperature a bit higher than 35°C. is reached or that it does not start to solidify before this temperature is attained when cooling. Further, that it has a melting or solidifying range from about 20°C.

from
phase.
ix and

LATINI DIE POP MACHINE WITH WRAPPING ATTACHMENT



200 formed and wrapped pops per minute.

Low labor cost operation—one operator does the work of four people.

Die pop is free of fins—eliminating scrap.

Weight of pop is adjustable—with out change of dies.

BERKS HARD CANDY MIXER



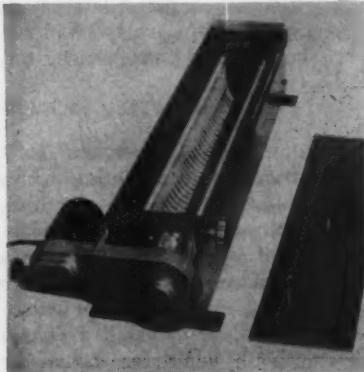
Mixes color, flavor and acid in 75 to 125 pound batches at rate of 1000 lbs./hr., 10% scrap may be included. Saves labor and floor space. Assures uniform mixing and constant rate of production through the day.



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Completely automatic unit requires only the part-time attention of enrober man.

Forms uniform clusters of any free-flowing nut. When not in use, easily elevated permitting run of other goods through enrober.



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Saves Labor—eliminates from 2 to 6 strokers per enrober.

Versatile—variable speed drive, elevation control and 3 sets of decorating belts make a wide variety of markings.

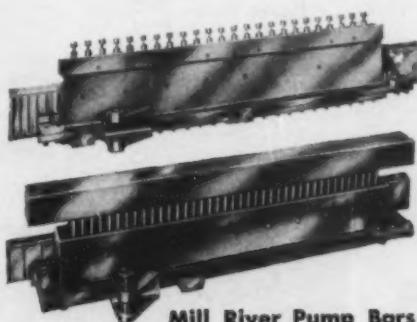


Economy Beltturns

Economy Beltturns conserve space through efficient arrangement of cooling conveyors and packing tables. Bunching and crowding eliminated. Available in all standard widths:

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Mill River Pump Bars

Faster, better, and more accurate due to precision workmanship. Water-sealed—Sanitary—No Grooves—No Washers. Available in all sizes.

Single, double, triple and quadruple row for all depositors.

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to 35°C. and that it is completely solidified at approximately 20°C. and below.

Generally, the dilatation value at any temperature is expressed as the actual difference in volume on some suitable basis at the temperature in question and what it would have been, had the sample remained in the liquid state down to that temperature.

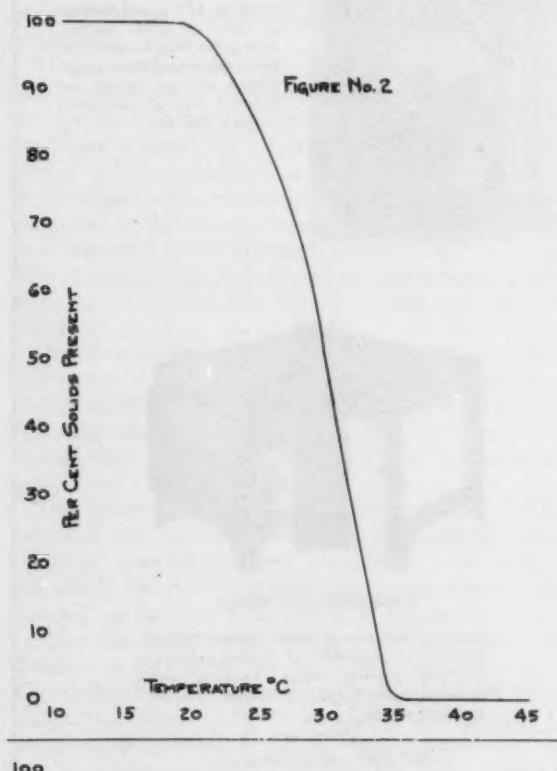


FIGURE NO. 2

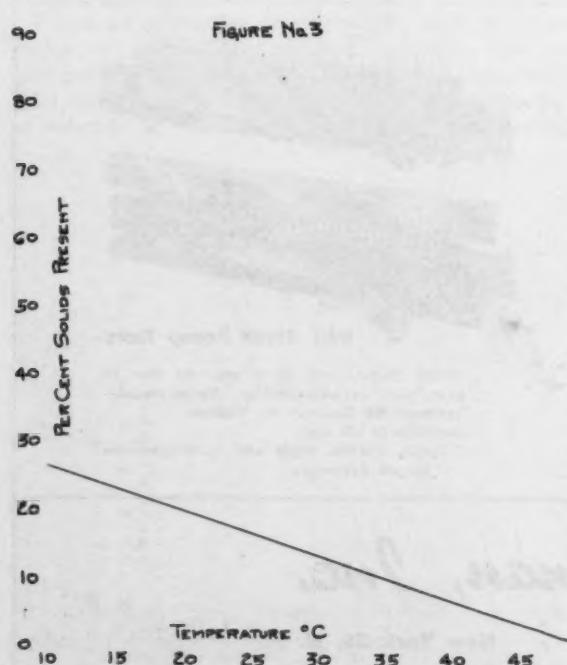


FIGURE NO. 3

In this connection, it is probably obvious the dilatation value is always zero (0) when a sample is completely liquid and the following percent solids figures prevail for the cocoa type specimen depicted in the foregoing graph:

Temperature °C.	Approximate Percent Solids Present*
10	100
15	100
20	99
25	83
30	51
35	1
40	0
45	0

DILATATION CURVE OF SHORTENING TYPE FAT

A product such as that just illustrated is said to have a comparatively steep or sharp dilatation curve and is characteristic of cocoa butter type products. Commercial shortenings, on the other hand, have much flatter dilatation values as illustrated by the following values and figure no. 3.

Temperature °C.	Approximate Percent Solids Present*
10	27
15	23
20	19
25	16
30	13
35	9
40	6
45	3

* In the most stable phase condition.

There are undoubtedly as many sound reasons for desiring products with even flatter dilatation curves for shortening purposes as there are for wanting fats with steep curves when intended as cocoa butter substitutes.

BACKGROUND

By way of background, the dilatation technique was developed abroad several years ago and has been successfully employed over there and in this country for a number of years in the preparation of high-class shortenings and margarines. Indeed, were it not for this procedure or another practical one from which the same information could be deduced, the chances are we should not have the vastly improved margarines and shortenings now generally available. Unquestionably, the single factor primarily responsible for these fine products so far as body or consistency is concerned, is the application of the dilatation technique and a thorough understanding of its significance.

PRESENT COMMERCIAL USE OF DILATATION VALUES

It is said a number of the margarine and shortening

concerns who do not hydrogenate their own stocks for this purpose, but who instead purchase them from large processors of such materials, now specify definite dilatation values just as they have been doing for colors, percent free fatty acids, and so on.

There is good reason to believe this sort of thing will be done by confectionery people in the future, and especially so with cocoa butter substitute products as more and more of the latter are developed. It should not be thought, however, that one merely has to make such materials with dilatation properties comparable to cocoa butter to produce a suitable product. It is not this simple and in addition, the rheological (viscosity) properties have to be entirely satisfactory. One can say, however, if the dilatation characteristics are not in good agreement with those of cocoa butter, the product has comparatively little chance as a satisfactory substitute.

OTHER POSSIBLE USES

Dilatation determinations should also be extremely useful in checking for adulteration in natural cocoa butters and other natural chocolate products. For example, they should enable one to determine the presence of butter oil in chocolates as well as the approximate amount. They should, likewise, be a useful research tool in attempting to determine how such materials can be improved "within the law" to better withstand elevated temperatures encountered during the warmer months.

POSSIBLE VALUE IN DETERMINING ORIGIN OF COCOA FATS

Although it is generally assumed cocoa butter from beans obtained in various parts of the world is much the same in physical properties, it would be interesting to check this accurately by means of dilatations as it could conceivably prove to be a satisfactory method for determining the probable geographical origin of the material.

More applications of this valuable tool in the confectionery field will unquestionably suggest themselves in the future.

EMPERICAL DETERMINATION

While the dilatation technique has been employed for a number of years in allied fields, each manufacturer or research worker has to some extent developed and adapted his own method. In view of this and the time and expense generally involved in such developments, most manufacturers employing the determination still consider it somewhat of a trade secret. This is understandable, but a suitable procedure is described by Fulton and associates, in the *The Journal of the American Oil Chemists' Society* (1). Quite a discussion of the subject may also be found in Bailey's textbook entitled: Melting and Solidification of Fats (2).

- (1) Fulton, N. D., Lutton, E. S., and Wille, R. L., J. AM. OIL CHEM. SOC., 31, 98-103 (1954)
- (2) Bailey, A. E.,: "Melting and Solidification of Fats", Interscience Publishers, Inc. New York (1950)

CANDY TREATS



taste fresher
SELL FASTER

when packaged on the Automatic
CAMPBELL
wrapper...

- Wraps 3 to 5 units per second!
- Keeps candies factory fresh
- Wraps without crush or breakage
- Requires no boards—unless desired
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- Save labor with 1 person operation



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Continuous Action in a KONTR_O Cooker!

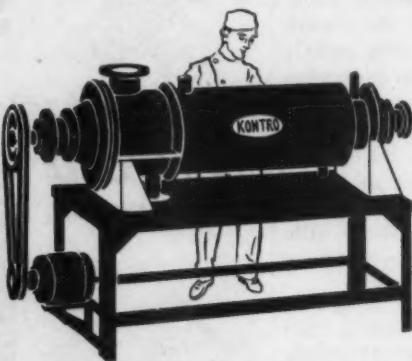
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Equipment for

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KONTR_O AJUST-O-FILM*
Continuous-Automatic Cooker

Quick, automatic-continuous operation for most types of confections. Complete PACKAGE PLANTS available at a minimum cost. KONTR_O cookers produce from a few hundred to many thousands of pounds of candy per hour. KONTR_O cookers and other equipment can be installed ECONOMICALLY, usually with no interference in current production.

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Users work dark chocolate in one compartment, light chocolate in the other; or melt and mix in one while drawing off the other.

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THE MANUFACTURING CONFECTIONER

Ideal storage conditions: *Guaranteed*

by F. M. JOHNSON, *Surface Combustion Corporation*

Nine different "climates" in their new warehouse help E. J. Brach & Sons store large quantities of quality candies without losing any of their freshness and fine taste qualities.

Brach's retains these important qualities by maintaining, with chemical type humidity conditioners and dry after-cooling coils, the exact storage conditions found best for each type of candy.

Brach would have few storage problems if sales and production ran even week for week. However, sales run far ahead in the Christmas and Easter periods. If the plant were set up to meet these periods with spot production, there would be much idle machinery and manpower at other times.

Storage in many industries is, of course, merely a matter of space. If you have warehouse room for a thousand wheelbarrows, they can stay there until you sell them, whether it takes a month or a year.

Candy, however, is not only perishable, like all food, but it must also be protected against conditions which have little effect on many other foods. And different types of candy call for different storage environments.

The condition which keeps chocolate creams in the best of saleable shape would be ruinous to a marshmallow.

Brach's formerly met these problems by leasing refrigerated warehouse space. However, satisfactory warehouse space was not always available.

In 1954, the company built a new five-story addition

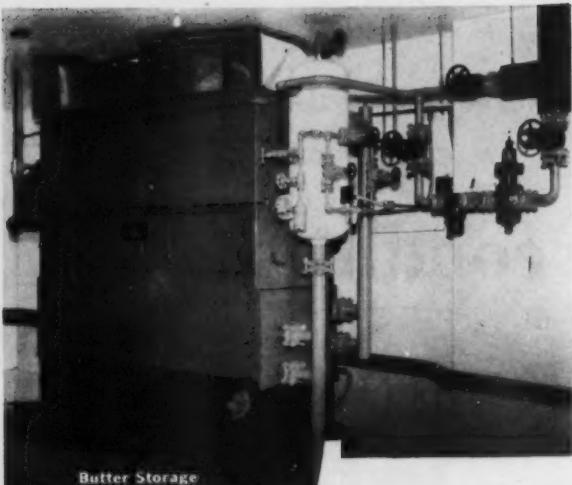
to its plant which was designed primarily to solve its storage problems; how best to preserve the taste and quality that selected materials, skilled work, and expensive production machinery had put into the candy. It also became an extra service to customers and helped lessen seasonal fluctuations in employment by making possible stable production schedules.

The warehouse building, with 125,000 square feet of space, is lined with 3" of cork, vapor-sealed, on the walls and ceilings. Doors close tightly and there are no windows in the actual storage areas. Thus any conditions established in the building can be maintained.

The problem then is one of determining and establishing the desired conditions. In the Brach storage area the conditions found to be most desirable on the basis of the company's long experience in candy manufacture range from "50-35" up—that is, 50°F temperature and 35% relative humidity.

The temperature-humidity problem of candy storage in brief:

Type of Candy	Temperature Range (°F)	Relative Humidity Range (%)
Chocolates	50-60	35-55
Hard candy	70-80	30-40
General storage	60-85	50 minimum
Consequences of improper temperature and humidity in candy storage:		



Butter Storage
Cheese Curing and Storage



Milk Room



Ice Cream Hardening

NIAGARA "NO FROST"

25 Years Successful
Experience

- ★ Protect frozen food quality
- ★ Get faster temperature "pull-down"
- ★ Never any defrosting shut down

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Bulletin 105

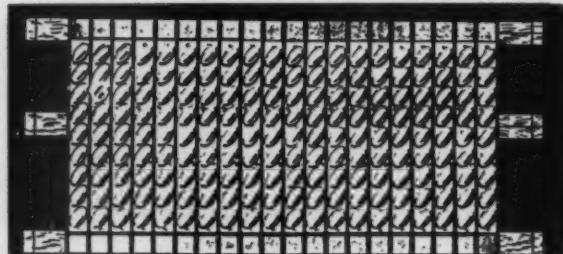
Type of Candy	Condition
Chocolates	Sugar bloom, cocoa-butter bloom
Nut meats	Flavor deterioration
Hard candy	Surface sugaring
General	Excessive drying; deterioration of surface gloss, appearance; surface sticking
Packaging	excessive drying and brittleness.

To establish these humidity conditions Brach turned to a conditioner which provides air of any required moisture content. This is accomplished through use of a solution of a chemical salt, lithium chloride, with moisture absorption properties exactly the opposite of air. The cooler air gets, the less moisture it can hold. The cooler the lithium chloride gets, the more it can hold.

According to the air conditions required, the temperature of the solution in the humidity conditioner is controlled by a suitable coolant. This can be well or cooling tower water or refrigeration. In applications requiring sub-freezing temperatures, there is no frosting of coils and thus no need for stand-by equipment to use during a defrosting cycle.

In the Brach application, the air conditioning engineers were called upon to maintain special conditions on the second, third, fourth, and fifth floors of the storage building.

On the third floor two units were installed in tandem. The first unit, a package unit, handles 4,000 cfm of fresh air at maximum outside conditions of 95°F and 118 grains of moisture per pound. The air is drawn through continuous self-cleaning filters into this unit, where the coolant used is 75°F water, a maximum of 63 gpm. The partially dehumidified air is then drawn into the second unit, an air washer, together with 8500 cfm of recirculated air. This tandem arrangement effects the required dehumidification with less overall refrigeration and at lower cost than if a single unit were employed. The internal latent heat load is computed at 50,700 Btu/hr., and the internal sensible load at 150,000 Btu/hr. Air handling units, complete with fan, filter, and coils, for temperature control, distribute the conditioned air from the Kathabar washer at 41°, 14 gr/lb to the two areas.



ALUMINUM CANDY MOULDS

CHEAPEST, MOST PRACTICAL AND ECONOMICAL MOULD MADE

Now with a NEW FINISH
which eliminates break-in-time

CINCINNATI ALUMINUM MOULD CO.

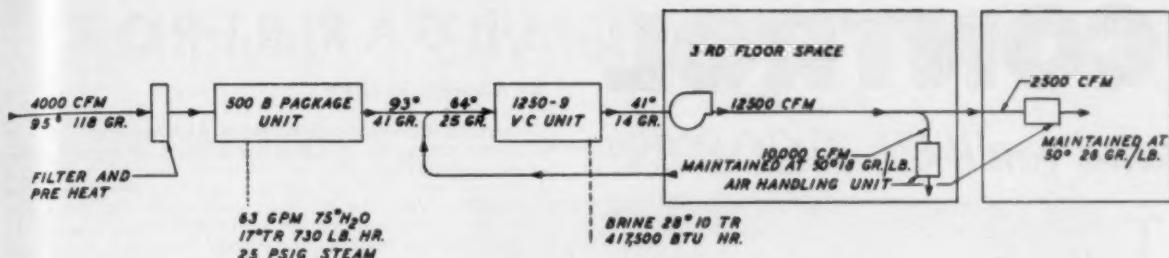
Dept. M, 1834 Dana Ave., Cincinnati 7, Ohio

NIAGARA BLOWER COMPANY

Dept. M.C., 405 Lexington Ave.

New York 17, N. Y.

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Flow diagram for one of the humidity control systems at Brach.

Somewhat similar installations are on the second and fourth floors. On the four-room fifth floor, a package dehumidifier unit and a duplex unit, in a tandem arrangement with the latter using the regenerator capacity of the package unit, produce atmosphere of considerably higher moisture content for 20,000 square feet. The 4,000 cfm intake is drawn through the filter and pre-heat coils into the package unit, and then into the duplex unit.

Here the air is not recirculated through the units from the conditioned area, as on the other floors, and the rate of distribution is the same as that of the fresh air intake.

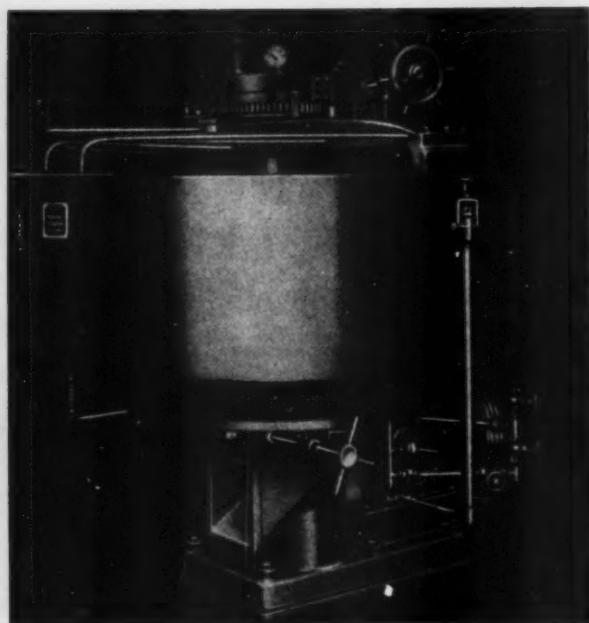
Summary:

Brach's feels that with the use of the lithium chloride type humidity conditioners combined with air handling units, the company has met the problem of

establishing and maintaining exact conditions for all storage needs in the most economical way. As long as the candy is in storage under their control, they can be sure of keeping up quality standards set in manufacturing.

Low upkeep of the units is made possible by the simplicity of the units. Standby equipment, as for defrosting periods in refrigeration systems, is not needed. Maintenance is comparatively simple and easily integrated into the overall maintenance program of the company.

The system is sufficiently flexible so that if storage plans are revised, the humidity conditioning units can be quickly adjusted to produce a wide range of different atmospheres. Similarly they can be adjusted to meet requirements set up by new types of candy as they are developed.



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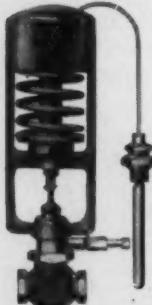
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CONTROL

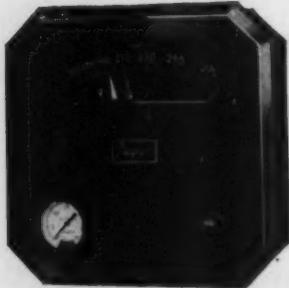
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TAYLOR Instrument Companies are dedicated to the proposition that accurate controls bring you *real savings*. These three Taylor Controllers are designed to keep your costs in line as well as your temperatures, and they're representative of the complete line of instruments that we supply for every phase of candy production. Your Taylor Field Engineer will give you complete information, or write for Catalog 900. Taylor Instrument Companies, Rochester, N.Y., or Toronto, Canada.



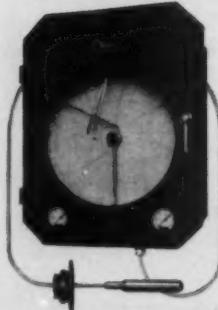
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Simple, dependable controller for Hot Water Service Tanks or where temperature of medium is not lower than 10°F. Requires no electricity or auxiliary air supply. Gives ideal performance where close control is not absolutely necessary. Ranges: 110 to 170°F.; 130 to 190°F.; 170 to 240°F.; 220 to 275°F.; 270 to 340°F.



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Moderately priced controller for Coating Machines, Coolers, Tanks, Brine Lines, etc. Ideal where you don't need a record.



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Automatically maintains temperature, and keeps chart record indispensable for top production efficiency. Eliminates risks and waste of manual operation. Controls and records temperatures on Cooking Kettles, Coolers, Tanks, Brine Lines, Coating Machines, etc.

*Reg. U.S. Pat. Off.

Taylor Instruments
MEAN ACCURACY FIRST

SUGAR REPORT

by Charles Fuchs

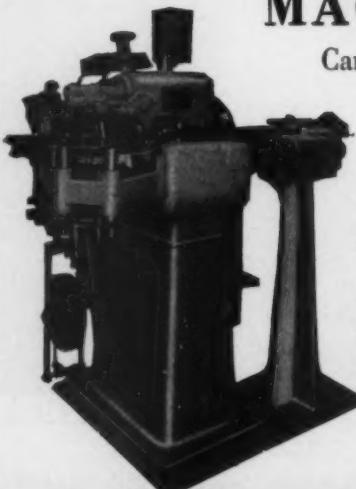
A marked improvement has taken place in all branches of the market during the past few weeks and a strong undertone has been maintained. The bottom price on raws so far this season has been 5.80 and on two occasions the market has rebounded to 5.95. The first time, some weeks ago, a reaction set in and it was felt that the previous low might again be reached, but this failed to materialize. Instead a steady and quick recovery has taken place and as this is being written all offerings have been cleaned up at the 5.95 level with holders now asking 6.00. There is every reason to believe that the present asking price will shortly be paid. All refiners had been resisting the rise in the opinion that the height of production might result in the usual seasonal selling pressure.

In looking for reasons for this strength there are several factors worth mentioning. In the first place the heavy sales in the world market which have received so much publicity have definitely relieved the necessity to move early crop supplies. Secondly, while costs have been constantly rising in all areas, the average spot price for raws last year declined approximately 14 points from the previous year and 33 points from the years 1952 to 1953. Producers have apparently made up their minds that they must obtain higher prices for their share of the United States market. Added to all of this has been the renewal of activity on the part of a large operator, support coming from this source as well.

There are also reports that refiners are thinking in terms of increased margins, and from present indications it would appear that slightly higher raw sugar values, which may not be too far off, will have to be reflected in the refined price within the near future. As a matter of comparison, the range last year was the narrowest in the history of the industry, barring controlled markets during the war period, going from a low of 8.55 to a high of 8.65, or a total of 10 points. This compares with the range in the previous year of 8.65 to 8.80.

In the final analysis must come to the conclusion that the Eastern refined basis price of 8.5 will unquestionably be the low for the year.

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and an
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THE MANUFACTURING CONFECTIONER

Technical Literature

Official Methods of Analysis, Eighth Edition

William Horwitz, Chairman and Editor, 1008 pages, illustrated, Association of Official Agricultural Chemists, Inc., Box 540, Benjamin Franklin Station, Washington 4, D. C., 1955, price \$12.00.

Methods of analysis are adopted by the Association only after collaborative studies demonstrate that they are reliable, have convenient practical application, and give reproducible results in the hands of professional analytical chemists. These standardized methods are used by governmental regulatory agencies, federal, state and municipal. The A.O.A.C. is recognized throughout the world.

This edition has been expanded by approximately 100 pages, chiefly in the fields of pesticides, flavoring extracts, drugs, extraneous materials, microchemical methods, and nutritional adjuncts, including vitamins. A new chapter on spectroscopic methods has been added as well as numerous methods of analysis in almost every chapter. The methods are those sponsored by the Association as of March 17, 1955.

The book divides agricultural commodities into six major divisions: (1) soils, (2) miscellaneous materials not foods or drugs, (3) foods, (4) drugs and cosmetics, (5) general methods, and (6) reference tables and index.

Hand-Made Continental Chocolates and Pralines

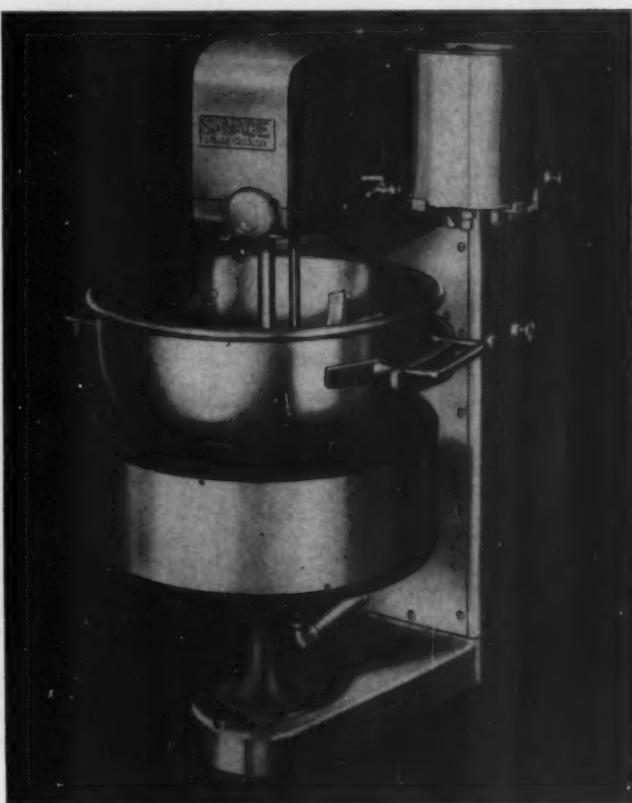
L. M. Raith, translated by "The British Baker", MacLaren and Sons, Ltd., Stafford House, Norfolk Street, London W. C. 2, England, 87 pages, illustrated, 1955, price unknown

This book is for the progressive retail-manufacturer who desires to feature high quality, individualized candies of the European type. The

SAVAGE LATEST FIRE MIXER

MODEL S-48

Thermostatic Gas Control—Variable Speed



The Savage Latest Fire Mixer, Model S-48, is Streamlined and Sanitary and has many new features and conveniences:

- Automatic Temperature Control
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- Removable Agitator, single or double action
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You can save labor and obtain uniform batches by setting the thermostat for degree cook desired. It cooks and mixes batches of caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and with double action agitator is ideal for coconut candies and heavy batches.

Your inquiry invited

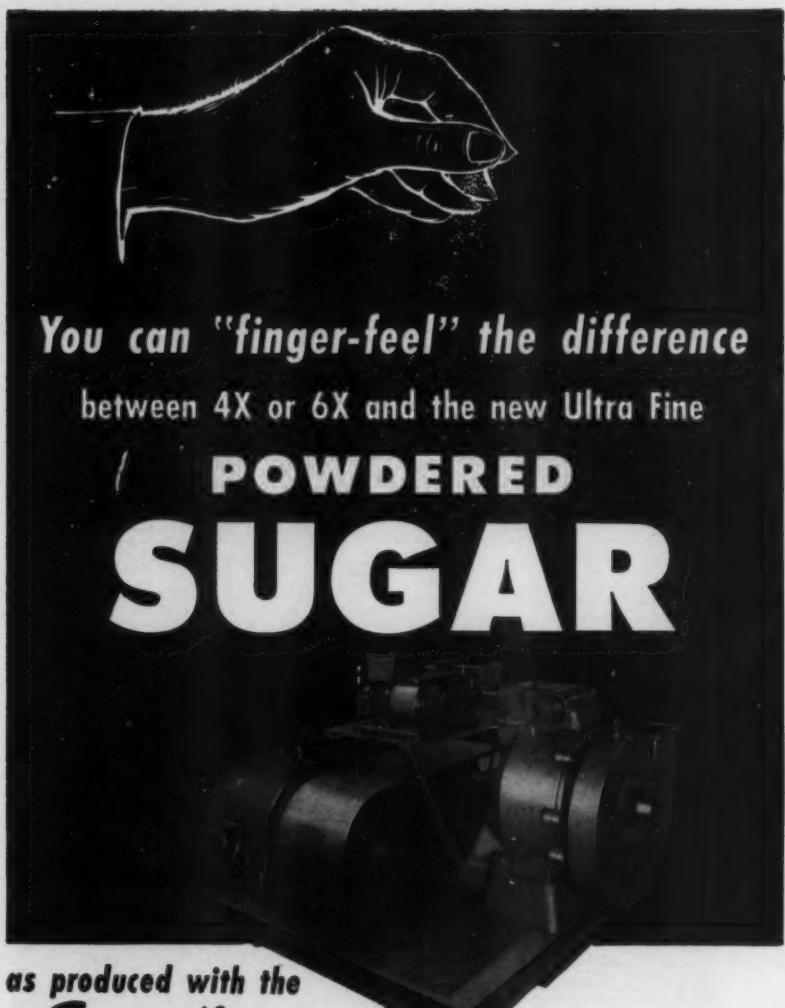
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Superfine*

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THE NEW, FINER GROUND POWDERED SUGAR introduced in recent months has been received with great interest. Products containing powdered sugar can be up-graded with the new ultra fine sucrose. The advantages of this new grade of powdered sugar are: smoother, creamier textures—elimination of coarse, gritty particles—faster dissolving—and easier blending.

SCHUTZ-O'NEILL IS PROUD to have their SUPERFINE Pulverizer in use for the production of this new powdered sugar. This pulverizer will deliver powders to almost any desired degree of fineness, and is manufactured in six sizes using $7\frac{1}{2}$ to 125 H.P. motors to meet most production requirements.

POWDERED SUGAR IS BUT ONE of the many food products manufactured with this machine. Cocoa powder, vegetable gums, Irish moss extracts, specialty grain flours, spices, and various dairy products, such as cheese whey, can be pulverized with the Schutz-O'Neill SUPERFINE. Write us for detailed information.



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author, a resident of Basle, Switzerland, states in the introduction, "No self-respecting confectioner would have hand-made chocolates on show which he did not consider to be any better than those produced in factories".

The recipes, approximately 100, are for distinctive, unusual candies. Concise instructions plus good photo-illustrations showing not only the finished confections, but steps in processing add materially to the value of the book.

The names of confections listed are intriguing, e.g., Gabriello, Messina, Brioni, Paganini, Amandines, Moccarabi, Sultanette, Undine, Travata, Schoggi-Taler, Andalusia, Miremont, Rhatia, and Safari-Capsules. But other, perhaps more familiar candies are listed as Pistachio Cream Centers, Burnt Almonds, Nougat Montelimar, and White Truffles.

Some recipes are for Liqueur Chocolates, those delightful European favorites (illegal in the United States). Enticing Jelly Bon-Bon recipes are presented. Several formulas for Chocolate (covered) Centers are offered. A Tea Canache (Tea Truffle Paste) strikes the reviewer as being a bit unusual.

The Reaumur temperatures given may confuse the American reader. Conversion to the Fahrenheit scale is made by the formula: degrees R times 2.25 plus 32 equals degrees F.

This book abounds with ideas for exotic confections suitable for the "Carriage" trade.

Toward Better Communications in Insurance Management

The American Management Association Insurance Series 108, 59 pages, \$1.75.

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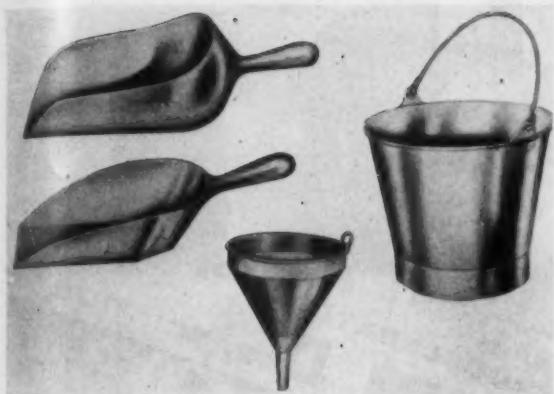
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A complete line of stainless steel scoops, pails and funnels is now available from stock. Shallow-type scoops are available in 1 pint, 1 quart, 2 quart and 4 quart sizes. A deep-type scoop is available in the same sizes plus a 6 quart size. Seamless stainless steel pails are available in 10 quart, 12 quart, 14 quart, 16 quart, and 20 quart sizes. Stainless steel funnels in 1 pint, 1 quart, 2 quart, 4 quart, and 2 gallon sizes.

For further information write: Star Stainless Screw Company, 699 Union Blvd., Paterson 2, New Jersey

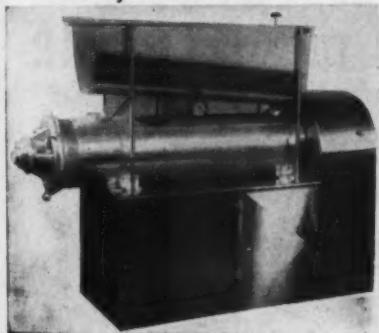


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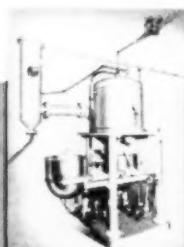
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**A CCCELERATED
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✓ CHECK with your Legal
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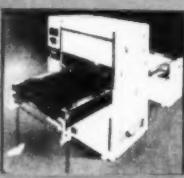
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The MANUFACTURING CONFECTIONER'S

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availng themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Chewy Candies; Caramels; Brittles

Code 3C6

Peanut Brittle
1 lb.-89¢

(Purchased in a department store,
Chicago, Ill.)

Sold in Bulk:

Brittle:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best peanut brittle we have examined in some time. Very well made and good eating. Real old fashioned peanut brittle.

Code 3D6

Assorted Hard Candy Drops
1 lb.-89¢

(Purchased in a department store,
Chicago, Ill.)

Sold in Bulk: Piece is clear hard candy oblong drop. Printed cellulose wrapper.

Drops:

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: One of the best hard candy drops we have examined this year. Well made and very good flavors.

Code 3B6

Lollypop and
Toy-5¢

(Purchased in a department store,
Chicago, Ill.)

Wrapper: Pop and plastic toy are wrapped in printed cellulose.

Pop: Good.

Novelty: Good.

Remarks: A good 5¢ novelty, should be a good seller.

Code 3E6

Marzipan Fruits

No weight or price stated
(No information on purchase)

Box: Oblong shape, white glazed paper top, printed in gold.

Appearance of Box on Opening: Good.

Number of Pieces: 39.

Candies:

Colors: Good.

Texture: Good.

Shapes: Good.

Taste: Good.

Remarks: Exceptionally well formed and colored. The best fruit shaped Marzipan we have examined in some time. Suggest a cellulose wrapper be used as top of box was badly soiled.

Code 3F6

Peanut Candy
1 lb.-98¢

(Purchased in a candy store,
Chicago, Ill.)

Sold in Bulk: Candy is a peanut brittle. Peanut Candy:

Color: Good.

Texture: See remarks.

Taste: Fair.

Remarks: Suggest more soda be used to improve the texture and taste, also more salt. Peanuts need a little more roasting. Highly priced at 98¢ the pound.

Code 3G6

Coffee Flavored
Filled Hard Candy Balls
1 lb.-60¢

(No information on purchase)

Sold in Bulk: Piece is a small ball wrapped in foil and printed cellulose wrappers.

Candy:

Color: Good.

Jacket: Good.

Centers: Very good.

Flavor: Very good.

Remarks: The best coffee flavored hard candy piece we have examined in some time.

Code 3H6

Vanilla & Chocolate Caramels
1 lb.-59¢

(Purchased in a department store,
Chicago, Ill.)

Sold in Bulk: Caramels are cellulose wrapped.

Caramels:

Colors: Good.

Texture: Good.

Taste:

Vanilla: Good.

Chocolate: Lacked a good chocolate taste.

Remarks: A well made caramel. Suggest the chocolate caramel formula be checked as it lacks a good chocolate taste.

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.00

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—Bar Goods; 5¢ Numbers

OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered
During Year; Special Packages; New Packages

"Desegregation" of customers and salespeople is being tested in a unique candy shop. If its claims of better candy display, faster customer selection and quicker service prove sound, it may be the shop of the future.

"Counterless" Selling

A radical departure in traditional candy store design made its bow in Denver, Colorado, when the new downtown Jolly Rancher Store opened its doors.

Bill Harmsen, head of Jolly Rancher, has brought into practical usage an idea which he has harbored ever since entering the candy business six years ago. This is the complete elimination of counters between salesperson and customers in favor of novel sliding-tray cabinets placed against the wall. Contrary to all previous candy store arrangement, the new Jolly Rancher Store places both the salesperson and the customer in the center of the store, and displays stock in shallow glass cases at a waist level. Spaced along 18 feet of wall on each side of the store are twelve 20 by 20 inch pull out trays, which slide smoothly out into the open.

Located directly across from the world-famous Brown Palace Hotel, on the Colorado capitol's busy 17th Street, the new Jolly Rancher Store is the product of the joint imagination of Bill Harmsen, head of the Jolly Rancher Sugar Bar Ranch, in Wheatridge, Colorado, and Otto Kuehler, noted Colorado designer and artist. Through an odd combination of circumstances, Harmsen developed the unique merchandising principles which are featured in the store, while its decor from floor to ceiling was developed by Mr. Kuehler.

"We were ready to make the installation a full year before I visited Mr. Kuehler and excited his

interest in the project", Harmsen grinned, "we had already worked out all details of fixtures and equipment. However, as soon as I saw Mr. Kuehler's sketches, we scrapped the original plans and followed his design throughout."

Located in a 15 by 50 foot space which was formerly part of a restaurant in downtown Denver, the new store is Jolly Rancher's seventh, and its first entry into the downtown Denver metropolitan area. The location is choice as the Brown Palace Hotel, a few steps away, is a convention headquarters, a Denver show place, and a symbol of Western agricultural and livestock industry. Accordingly, the design of the new store is "Western" and "rustic", with a number of unique adaptations.

Rectangular in layout, the sales area is 15 feet by 25 feet. Outstanding is the use of a slanted glass front bearing back from the sidewalk at an angle of 15° from the left side of the store to the entrance. This is calculated to eliminate much reflection, give a clear view of the interior and to add a modern touch to the exterior.

The triangular floor area directly back of the glass is carpeted with heavy nylon, which is better able to withstand wet, muddy feet during the winter months than green broadloom which is utilized farther back. It also forms an excellent backdrop for reproductions of antique furniture which are used as display "props" throughout. Included are colonial

ng



chairs, wrought iron tables and night stands which display either Jolly Rancher products or such local seasonal features as the Western Stock Show.

The walls in this front section are painted a retiring gray green, and scattered over the surface in flat gray are copies of famous cattle brands used throughout Colorado.

Probably the most impressive single feature in the design of the Jolly Rancher Store is the extensive use of sand blasted Texas pine plywood over the walls, display counters, and cabinets throughout the store. This rustic material has been offset by a seemingly illogical but eye-appealing material—pink satin, which is inset in cut out panels along both sides of the store. The satin is tufted with gold-finished buttons in a delicate "boudoir design" which, as might be imagined, is a sharp and surprising contrast to the rustic pine and ranch brands painted on the wall! A lot of effort went into procurement of the glowing silk and finishing of the buttons.

In addition to the wall panelling and fixtures, the Jolly Rancher store was given a modern low ceiling by dropping a new false ceiling, of gold-finished expanded metal 5 feet below the original. Across the width of the store are rafters of sand blasted pine plywood, adding a rustic atmosphere and serving a dual purpose as lighting fixtures. The top of each rafter is open and the box like interior, finished in pink, provides a reflector surface for concealed in-

candescent lights which provides smooth, even illumination throughout.

More lighting is furnished by a series of brass simulated oil lamps mounted along the soffets on each side of the shop and just below the rafters.

The 140 varieties manufactured by the Jolly Rancher Sugar Bar Ranch, are displayed in bulk in the sliding trays. They are packaged to order on the convenient elbow level glass top just above.

Mr. Harmsen developed the sliding trays himself, adapting them from the tough nylon-wheeled double steel guides, which provide floating action for heavy steel drawers in office files. Inasmuch as each tray in the store will bear a heavy weight of candy, Harmsen "beefed up" the guides which he used, so that only a finger tip pull is required to slide the trays out.

"Our experience has been that higher unit sales, quicker decision on the part of the customer and a closer, more personal relationship between customer and salesperson exists with this system", Harmsen said, "since the salesperson and her customer are standing elbow to elbow on the same side of the case. Because all of the inventory is displayed at elbow level down each side of the store, the customer can quickly settle on one or more types of candy either through impulse or previous experience and the salesperson can package the order much faster."

The overhead brass lamps, already mentioned, are so arranged that each of the 12 trays on either side



This tray pulls out for quick, easy access. All candy, though protected under glass, is instantly available for packing.



With counters against the wall, candy can be displayed more effectively. Bulk candy is just inches away from customers.



This table is work center for the shop. On the far side is register and sales equipment. The near side is a writing stand with enclosure gift cards for customers use.



These unique wrought iron baskets display candy in a casual but very appealing way.

of the store gets an even, smooth flow of illumination. Depending upon the size of the item, each of the 24 pull out trays display six or more varieties of candy in saleable amounts with ease.

Self-service has not been overlooked in the plan of the new store. A self-service "corral" fixture, which was fabricated of wrought iron stands against the rear wall. This three-level display fixture is given added appetite appeal with color transparencies, lighted from behind, which illustrates favorite Jolly Rancher candies in brilliant, natural color. Prepackaged boxed chocolates and some 20 other Jolly Rancher favorites are always on display on the shelf for the benefit of the gift purchaser who has little time to spend in shopping.

More wrought iron was utilized, in three odd "basket fixtures" which display hard candies at the front of the store in the center of the room. These consist of three compartments, in wrought iron mesh on four radiating legs, which provide "mass appeal" in an elegant manner.

One of Harmsen's own direct contributions to the decor of his new shop was the "wagon wheel" display table. To carry out the rustic theme, he resurrected an old 14 spoke wagon wheel from his ranch in Wheatridge, had it sand blasted clean and mounted it atop a pedestal table. The rear half is covered with a sheet of Formica on which the store cash register, telephone, and bookkeeping apparatus is mounted. The space between the spokes at the front half provides seven wedge shaped compartments for display of candy specialties under glass.

Completely air conditioned, the store is operated by three salespeople, with a convenient packing room at the rear behind a partition, and with additional storage and packing facilities in the basement. As is the case with other Jolly Rancher Stores throughout Nebraska and Wyoming, all candy will be supplied directly from the rural factory in Wheatridge.

This is a store with a flair. It embodies some revolutionary merchandising techniques, and should be studied carefully. Perhaps it pioneers some features that will be widely used in all types of retail stores in the future.

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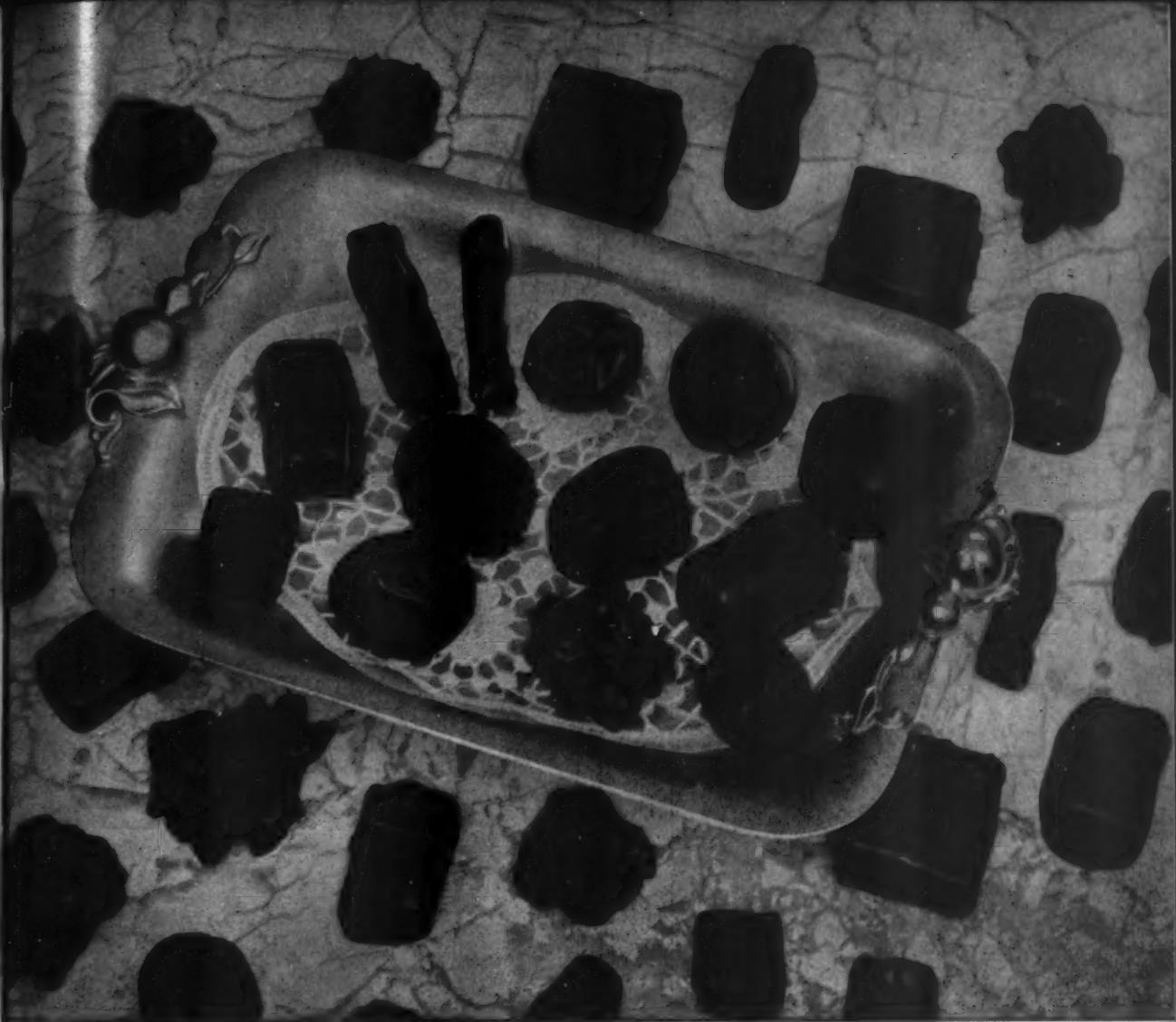
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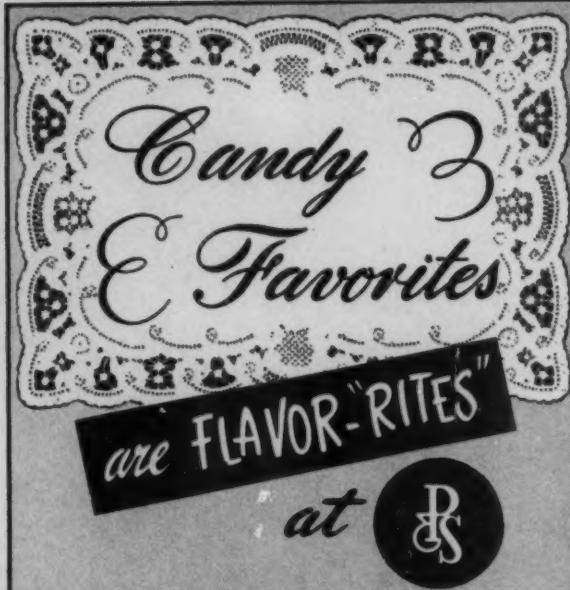
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CALENDAR

March 15—New York Candy Club, Park Sheraton Hotel, Manhattan, N. Y.

March 19—Confectionery Salesmen Club of Philadelphia, 2601 Parkway House, 1:30 PM, Philadelphia, Pa.

March 19—Chicago Candy Club, American Furniture Mart, Chicago, Illinois

March 20—Candy Executives & Allied Industry Club, St. George Hotel, Brooklyn, N. Y.

March 20—AACT, Chicago Section, Furniture Mart, 6:30 P. M.

March 19-22—National Premium Buyers Exposition, Navy Pier, Chicago, Illinois

March 31—Southwestern Candy Salesman's Assn., B & B Cafe, Dallas, Texas

April 3—Northwest Candy Club, Seattle, Wash., contact sec. for meeting place

April 3—Kansas City Candy Club, The Town House, Kansas City, Kansas

April 9-12—National Packaging Exposition, Convention Hall, Atlantic City, N. J.

April 10-12—Point of Purchase Advertising Institute, symposium and exhibit, Hotel Sheraton-Astor, New York.

April 26-27—Pennsylvania Manufacturing Confectioners' Assn., Production Conference, Franklin & Marshall College, Lancaster, Pa.

May 5-19th Annual Gopher Candy Club Friendship Dinner, Saint Paul Hotel, St. Paul, Minn., at 6:30 PM.

May 6-9—Supermarket Institute Convention and Exposition, Cleveland, Ohio

May 13-16—Flavoring Extract Manufacturers' Assn. annual convention, Traymore Hotel, Atlantic City, N. J.

May 26—Empire State Candy Club Annual Spring Dinner Dance, Hotel Statler, Buffalo, N. Y.

June 10-13—Associated Retail Confectioners of the U. S., 36th Annual Convention, Somerset Hotel, Boston, Mass.

June 10-14—The Institute of Food Technologists annual meeting, Hotel Jefferson, St. Louis, Mo.

June 10-14—National Confectioner's Association Convention and Exposition, Statler Hotel and Mechanics Hall, Boston, Mass.

July 10-12—Western Packaging & Materials Handling Show, Los Angeles, California

July 11—Annual Convention, Southern Salesmen's Candy Club, Dinkler-Plaza Hotel, Atlanta, Ga.

July 12-14—Southern Wholesale Confectioners Assn. annual convention, Dinkler-Plaza Hotel, Atlanta, Ga.

July 29-August 1—NCWA Convention and Exposition, Sheraton-Park Hotel, Washington, D. C.

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READING: a business man's tool

CHAPTER THREE How To Read Paragraphs

by NILA BANTON SMITH

Perhaps no one technique will aid you more in improving your reading ability than learning to read paragraphs effectually. Every selection is made up of paragraphs. Each paragraph is a unit of thought in itself. Mastering the art of quickly grasping the essence of each of these thought units enables you to cover reading materials rapidly and, at the same time, to get the most important ideas which the author is expressing.

In most paragraphs there is one point which the author makes that is of fundamental importance. The other details presented in the paragraph revolve around this hub idea, expanding upon it, giving additional details concerning it.

Expertness in "spotting" the basic thought in each paragraph is the skill that you need to cultivate in order to do this kind of reading efficiently and in the shortest possible time. In order to do this, you must develop a systematic approach to paragraph reading, rather than just following along one sentence after the other without effort or thought in regard to paragraph organization.

The position of the key sentence in a paragraph varies. Often the germ idea appears in the first sentence. At other times, the important idea occurs in the middle, at the end, or somewhere else in the paragraph. Because of variance in the location of the key sentence within a paragraph, position is not a reliable guide to you in finding the main idea. You must learn surer ways of locating the one basic thought.

The first and most important thing you must do is to develop a new attitude toward paragraph reading—the attitude of thinking of each paragraph as a whole in itself. As you encounter each new paragraph, view that paragraph as if it were all the reading material that you have before you at the moment. Determine what the one important thing is which this particular paragraph has to tell you.

To find out with certainty what one most important idea is in any paragraph, you should ask yourself two things:

1. What is the basic thing, place, condition or person discussed in this paragraph?
2. What does this thing, place, condition or person do or what is done to it, or what property does it have, or what condition is it in which makes

it worthwhile for the author to say something about this topic on paper?

Keep these questions in mind while studying the paragraph below. See if you can locate the main idea with certainty.

The calcium cycle is one of the most interesting cycles of nature. The ocean contains vast quantities of calcium salts in solution. These are withdrawn by living creatures and built into coral reefs and the shells of mollusks and are precipitated in other ways. In the course of geologic time, deposits of calcium carbonate laid down in the ocean become lifted up from limestone strata in mountain ranges. These formations are then attacked by atmospheric and organic acids and slowly dissolved and carried back into the sea from which they came. Sometimes great caves are left behind as a result of this process and many secondary calcite and aragonite formations come into existence.

1. What is the basic topic discussed in this paragraph?
2. What special property does it have?
3. At what position in this paragraph did you find the key sentence?

If you analyzed this paragraph correctly, you will have concluded that the main topic is "the calcium cycle," and that the special property which the calcium cycle possesses is that it "is one of the most interesting cycles of nature." All of the remaining sentences in the paragraph are subordinate details which tell in what way the calcium cycle is interesting. In this particular paragraph, the main idea then is contained in the first sentence.

See if you can quickly find the main idea in the paragraph below.

A fraction over two minutes is all it takes to run the Kentucky Derby at Churchill Downs in Louisville. But the Derby packs more excitement into these two minutes than any other sporting event in the country. The Derby Day "Run for the Roses" dates back to 1875 when a little red horse named Aristides came in first. There were 12,000 spectators on hand then. More than 100,000 attend now, and millions more watch or listen with breathless interest on TV and radio. The build-up or excitement increases year by year.

1. What is the basic subject of discussion in this paragraph?

Attention!
Chewing Gum
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One of our outstanding specialties, imparting the character of the true fruit, a real fresh pineapple flavor.

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Accurately reproduces real coconut flavor. For all types of candy; a necessary ingredient wherever coconut is used; particularly valuable for reinforcing the flavor of shredded coconut.

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2. What does this subject do that is distinctive?
3. In what position in the paragraph do you find this information?
4. What is the function of all of the other sentences in the paragraph as related to this topic sentence?

If you were right in your analysis, you decided that "the Derby" is the basic subject of discussion and that the distinctive thing which this subject does is that it "packs more excitement into these two minutes than any other sporting event in the country." This information which expresses the main idea appears in the second sentence in the paragraph. All of the other sentences are related to the subject of the Derby and expand upon this main idea, but no one of them is nearly as important or inclusive as the topic sentence which really includes the essence of the entire cluster of thoughts expressed in the paragraph.

So far you have been studying paragraphs for the purpose of learning how to locate the main idea. You probably read very slowly during this initial work and that is the way it should be. Don't worry if you slow down while learning this new technique. Soon it will become entirely automatic. Unconsciously you will include looking for the main idea in a paragraph as an integral part of your new streamlined reading ability. When this time arrives, the skill-building in paragraph analysis which you are now doing will function significantly in increasing both your speed and comprehension.

As the next step in your skill-building program, try to find the main idea in the several paragraphs below by yourself without guided discussion. See also if you can pick up a little more speed as you apply this technique repeatedly.

**PRACTICE IN FINDING
THE MAIN IDEA IN A PARAGRAPH**

Paragraph 1

The Far West states continue to be the most rapidly growing region in the nation, with an undiminished flow of migrants from all other regions. The population gain is more than twice as great as that of the rest of the nation. The whole economic structure of the Far West has expanded and continued to expand enormously. This is necessary both to serve the needs and to tap the labor and capital resources of the constant flow of newcomers to its labor force.

Check the key idea:

- (A) The Far West states continue to be the most rapidly growing region in the nation.
- (B) The population gain is more than twice as great as that of the rest of the nation.
- (C) The whole economic structure of the West continues to expand enormously.
- (D) This is necessary to serve the needs of the constant flow of newcomers.

Paragraph 2

Most hunters have pet peeves. Jacob's pet peeve was that he detested the cat and all its wild cousins, such as the cougar, panther and the lynx. With unscientific zeal he threw the sneaky coyote into the

same category. He stalked coyotes through the Blue Mountains of Oregon with a fanatical passion, but to no avail. They outsmarted him at every turn. He could never get them within shooting range to put a bullet through their pesky carcasses. "That's the cat of it," he would say.

Check the sentence which is the "heart" of this paragraph:

- (A) Most hunters have pet peeves.
- (B) Jacob's pet peeve was that he detested the cat and all its wild cousins.
- (C) He stalked coyotes through the Blue Mountains of Oregon.
- (D) He could never get them in shooting range.

Checking Your Accuracy

Check your work so far by referring to the key below. The letter in parenthesis indicates the sentence which should have been checked in each of the paragraphs respectively.

Paragraph 1: (A) Paragraph 2: (B)

SPEEDED PRACTICE IN FINDING THE MAIN IDEA

You have had enough practice in finding the main idea so that you are now ready to put on some time pressure while applying this technique. In working with each of the remaining five paragraphs, try to find the main idea and at the same time apply the speed reading procedures which you learned in Chapter Two.

Here are specific instructions to apply in working with each paragraph:

1. Note the time at which you begin reading, and jot it down on the line after the phrase "Time begun."

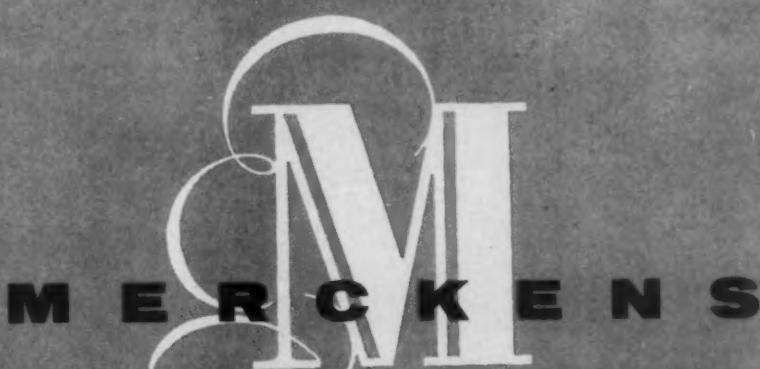
2. Note the time that you finished reading in exact minutes and seconds. Subtract your beginning time from your finishing time and record your answer in minutes and seconds after the phrase "Time ended."

3. Check one of the sentences in the list of choices given as the one which you believe is the "heart" of the paragraph.

Paragraph 1

Time begun _____

From the earliest days the conviction has been growing among the people and their leaders that the state must be responsible for seeing that its citizens have a certain quantum of education. That the state has this responsibility is shown by the state constitutions, the hundreds of school statutes in each state, and the scores of decisions of local, state, and federal courts. In brief, education has come to be universally regarded as a state function. The assumption of educational control by the state is not fortuitous; state control has come because of the early and ever-growing belief that education is the buttress of a democratic government and cannot, therefore, be left too much to the whims of any individual or of any community. In a democracy the people cannot be permitted to remain ignorant although some of them might desire that status.



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Time finished _____

Total reading time _____

- (A) The conviction has been growing that the state should be responsible for education.
- (B) Education has come to be universally regarded as a state function.
- (C) The assumption of education control by the state is not fortuitous.
- (D) In a democracy people cannot be permitted to remain ignorant.

Paragraph 2

Time begun _____

The business meeting of any board may be handled efficiently and expeditiously if it is carefully planned in advance. One excellent guarantee that the business will be thus handled is to see in advance that a definite routine, or order of business, is established. An order of business saves time and gives 8. Reeder, Ward G. *Public School Administration*.

MacMillan Co., New York, 1941, p. 55. greater assurance that no item of business will be forgotten during the meeting. Such order of business should be made a part of the rules and regulations of the board. Another guarantee to an efficient and expeditious conduct of the board's business is to formulate ahead of the meeting a definite parliamentary procedure to follow. The more important phases of this procedure also should be made a part of the

rules and regulations of the board. While the permanent pattern of fundamental procedures can be established in the rules and regulations, fresh planning will be necessary for each new meeting.

Time finished _____

Total reading time _____

- (A) An order of business saves time during the meeting.
- (B) Parliamentary procedure should be made a part of the rules and regulations of the board.
- (C) The business meeting of any board may be handled efficiently and expeditiously if it is carefully planned in advance.
- (D) One excellent guarantee that the business will be handled is to see in advance that a definite routine is established.

Paragraph 3

Time begun _____

Ideas are elastic and flexible. They reach out beyond ordinary bounds and barriers. You have no right to take the sword and cross the bounds of other nations and enforce on them laws or institutions they are unwilling to receive. But there is no limit to the sphere of ideas. Your thoughts and feelings, the whole world lies open to them. You have the right to send your ideas into any latitude, and to give them sweep around the earth, to the mind of every human being. (H. W. Beecher)

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Time finished _____

Total reading time _____

- (A) Ideas are elastic and flexible.
- (B) They reach out beyond ordinary bounds and barriers.
- (C) There is no limit to the sphere of ideas.
- (D) You have the right to send your ideas into any latitude, and to give them sweep around the earth.

Paragraph 4

Time begun _____

Advice and reprobation require the utmost delicacy; painful truths should be delivered in the softest terms, and expressed no farther than is necessary to produce their due effect. A courteous man will mix what is conciliating with what is offensive; praise with censure; deference and respect with the authority of admonition, so far as can be done in consistence with probity and honor. The mind revolts against all censorial power which displays pride or pleasure in finding fault; but advice, divested of harshness, and yet retaining the honest warmth of truth, is like honey just round the brim of a vessel full of wormwood. Even this, however, is sometimes insufficient to conceal the bitterness of the draught. (Percival)

Time finished _____

Total reading time _____

- (A) The mind revolts against all censorial power which displays pride or power in finding fault.

- (B) Painful truths should be delivered in the softest terms.
- (C) Even careful handling is sometimes insufficient to conceal the bitterness of the draught.
- (D) Advice and reprobation require the utmost delicacy.

Paragraph 5

Time begun _____

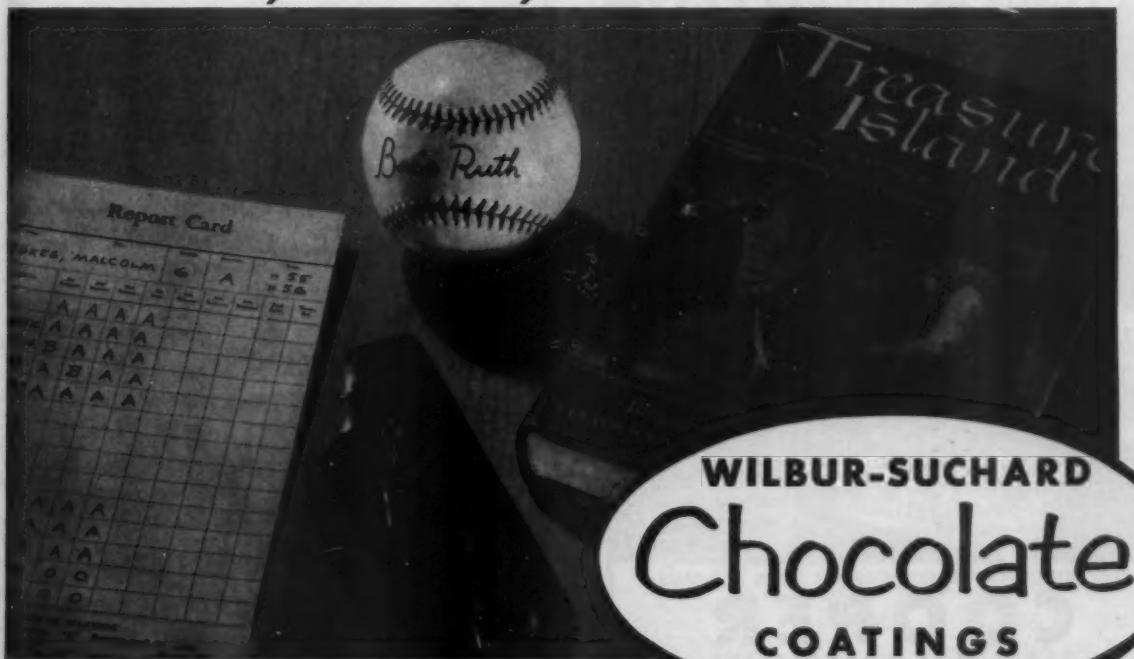
A young woman working at a very modest salary in a New York Office wanted some good imitation pearls. When Christmas came and she was given a \$25 check by her employer, she decided to go to a good store and spend the whole sum on a string of beads. A new clerk helped her pick out some nice looking pearls. She loved them, wore them constantly to work. One day, on the subway, the string broke and pearls flew in every direction. Kind passengers helped her pick up the beads and she tied them in her handkerchief until she could take them to the jewelers to be restrung. She explained she had bought the string there a couple of years before. When she went to get the beads, she had the surprise of her life. She was ushered into the manager's office. The new clerk two years before had sold this woman a \$2,500 necklace for \$25.

Time finished _____

Total reading time _____

- (A) A young woman working at a very modest salary wanted some good imitation pearls.

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. . . about how much risk there is in adding to inventories of cacao beans as prices approach the 25¢ level?

. . . or where prices are going from here?

. . . or if it might make sense to challenge the downward drift in U.S. chocolate consumption?

. . . or whether to buy or sell beans or coatings, futures or actuals?

If you are, then we think you should read our *Annual Cocoa Review*—that you'll be a lot closer to the cocoa answers you want—if you do.

There's no charge for this study, of course, we'll be happy to mail a copy for the asking.

And while you're about it, you might like us to add your name to the list of those who get our *Weekly Cocoa Letter*, too—plus any special reports we may publish through the year.

There's no charge for these letters or reports either, no obligation of any kind. Simply call or write

Commodity Department

**Merrill Lynch,
Pierce, Fenner & Beane**

70 Pine Street, New York 5, N. Y.

Offices in 108 Cities

COOPER-STYLED FOLDING CANDY BOXES

*bring the
Easter Parade
TO YOUR STORE*



WRITE FOR DISPLAY BROCHURE OF BOX STYLES AND PRICES

COOPER
PAPER BOX CORPORATION

DEPT. M

BUFFALO 4, NEW YORK

- (B) When Christmas came and she was given a \$25 check she decided to spend the whole sum on beads.
- (C) She was ushered into the manager's office.
- (D) The clerk two years before had sold this woman a \$2,500 necklace for \$25.

Checking Your Speed

Add the items of "Total time" for the five paragraphs, and enter in the table below:

Total reading time for the five paragraphs:

Reading rate :

Comprehension score :

Determine the number of words per minute which you read by referring to the table below. For example, if your total reading time for the five paragraphs was 2-1/2 minutes, your rate was 269 words per minute.

MINUTES	5%	5	4½	4	3½	3	2½	2	1½	1
WPM	123	135	151	167	192	225	269	337	449	674

Checking Your Comprehension

Check your accuracy in finding the main idea in each of the paragraphs by referring to the table below. You may allow a score of 20 for each correct answer. Multiply the number right by 20 to obtain your total comprehension score.

Paragraph 1: (B)	Paragraph 2: (C)	Paragraph 3: (C)	Paragraph 4: (D)	Paragraph 5: (D)
------------------	------------------	------------------	------------------	------------------

Follow-Up Practice

You have been given some basic instruction and practice in the art of reading paragraphs. You have at least been launched on the technique of finding the main idea accurately and quickly. The extent to which you perfect this skill depends on you. You may sharpen this tool to a very fine point if you will continue practicing its use.

From this time on, in all of your reading, both informal and special practice, do two things:

A. Force your speed.

B. Apply paragraph reading techniques.

Continue to keep a record of your speed and comprehension in each of your five-minute practice periods. You should begin to note quite substantial gains.

Big Candy names use

HOOTON
CHOCOLATE

COATINGS • LIQUORS • COCOAS

HOOTON CHOCOLATE COMPANY
NEWARK 7, NEW JERSEY

THE MANUFACTURING CONFECTIONER



The MANUFACTURING CONFECTIONER'S

Clearing House



MACHINERY FOR SALE

FOR SALE

Model S #3 Savage Fire Mixers.
50 gal. Model F-8 Savage Tilting
Mixers, stainless kettle.
200 lb. Savage Flat Top Marshmal-
low Beaters.
Merrow Cut-Rol Cream Center
Machine.
50" two cylinder Werner Cream
Beater.
1000 lb. Werner Syrup Cooler.
200 lb. to 2000 lb. Chocolate Melters.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
600 lb. Continuous Vacuum Cooker.
Form 6 Hildreth Puller.
6' and 7' York Batch Rollers.
National Model AB Steel Mogul.
National Wood Starch Buck.
38" Copper Revolving Pans.
Ball and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with
Double Action Agitator.
We guarantee completely rebuilt.

SAVAGE BROS. CO.
2636 Gladys Ave. Chicago 12, Ill.

FOR SALE: Three Burkhardt Revolving
pans with removable ribs. Tight and
Loose pulleys. 38" size. Excellent con-
dition, \$175 each. Box No. 1064. The
MANUFACTURING CONFECTIONER.

FOR SALE: Rose Caramel Wrapper for
 $\frac{1}{4} \times \frac{1}{4} \times \frac{1}{8}$ piece, fold wrap; Hudson
Sharp Box Wrapper, $\frac{4}{5} \times 1\frac{1}{2} \times 1\frac{1}{16}$, for wax paper or cellophane, electric eye;
Fitzpatrick Model D Commutator. Box
266 The MANUFACTURING CONFE-
CTIONER.

FOR SALE: 5 Ft. Racine Snow Plow
Cream Beater, with 5 H. P. Motor,
Capacity 300 pounds, First Class Condi-
tion. Mills Hand Drop Machine, Mills
Gas Batch Warmer, Nut Cooker. 30 2 $\frac{1}{2}$ "
Rubber Pattie Moulds. 105 Pounds Pow-
dered Licorice Flavor. 217 Pounds Pow-
dered Gelatin. A. E. Cramer, Barbara
Fritchie Shoppes, Frederick, Md.

FOR SALE: Racine Super Duplex Sucker
Machine, excellent condition; also Sim-
plex Steam Vacuum Cooker. Box 265
The MANUFACTURING CONFE-
CTIONER.

FOR SALE: Rose Triumph Wrapping
Machine for 3/4 x 3/4 1/2 piece and
one Package Machinery Model-KH Long
Style Taffy Wrapping Machine for
piece 1/2" dia x 2-1/8" long. Make
best offer. Box 362 The MANUFAC-
TURING CONFECTIONER.

We have a 5 foot F & B Cream Beat-
er complete with motor clear and
ready to run. What are we offered?
THE LITTLE CANDY KITCHEN,
RENFRO VALLEY, KY.

MACHINERY FOR SALE

FOR SALE: 1 32" National Enrober
with 24" Sisco Nut Roller. 4-Peerless
Plastic Machines with 1 die each. 8-York
Batch Rollers. 2-Old type Hans-
cella Batch Rollers. 2-1000 lb. National
Chocolate Kettles. 1-800 lb. Duplex
Chocolate Kettles. 2-Hudson Sharpe
Wrapping Machines with electric eye.
1-2" Barrel Reade Dough Mixer. 1-Hohberger
Continuous Cooker. 1-10 HP
Mears Kane Steam Boiler. Box 1052.
The MANUFACTURING CONFEC-
TIONER.

FOR SALE: 1 Girdler Votator, 1 DF
Wrapping Machine, complete with
Electric Eye (in original crate). Pump
bars for National Equipment Depositors:
1-Single 18, 2-single 20, 1-single
24, 1-single 30, 1-single 30 with two-
tone attachment, 1-double 30, 1-double
40. Fred W. Amend Co., Danville, Ill.

FOR SALE: 1-80 gallon stainless steel
steam kettle, 1-Champion three
speed mixer, 1-1000 lb chocolate melter
with motor and pump, 1-600 lb.
chocolate melter, no motor, 2-300 lb.
chocolate meltters, no motor, 1-24" En-
rober, 1-10 ton Lipman condenser, 1-
10 ton York cooling box with blowers,
good for tunnels and air conditioning,
an assortment of molds for chocolate
10c eggs, rabbits and shells. Ucanco
Candy Company, Davenport, Iowa.

FOR SALE: 2-No. 2 Springfield Depos-
itors with assortment of pump bars,
1-High Speed Rose Twist wrapping
machine No. 500 which will wrap a
piece 1-1/4 x 1/2 round, 1 EP
Sucker Machine with conveyor and 3
sets of rollers, 1 35-gallon Savage Tilting
Kettle with motor attached for 120
lb. pressure. Box 364 The MANUFAC-
TURING CONFECTIONER.

FOR SALE: Rose 500 Machine, piece
1/2" by 1-1/8". Hohberger Cream
Machine. GH-2 Wrapping Machines
(excellent condition). Tray-Lock Ma-
chines type TL-B-EL, end lock. Also
several TLA machines for setting up
and side locking. All units in good
order. Box 365 The MANUFACTUR-
ING CONFECTIONER.

FOR SALE: practically brand new 1 Ros
500 per minute High Speed Cutting
and Wrapping Machine, size piece 1-1/8
x 7/16: also brand new, never used SIG
type J Wrapping Machine, immediate
delivery. Box 366, The MANUFACTUR-
ING CONFECTIONER.

FOR SALE: Junior Model No. 48 In-
stant and Continuous Fondant Ma-
chine complete with stainless steel syrup
hopper and 2 H.P. AC 3 phase 60 cycle
220/440 volt drive motor—almost new.
P. Gonzalez 7704 Jamaica Avenue,
Woodhaven 21, N. Y.

MACHINERY FOR SALE

FOR SALE: attractive price, must be
moved immediately, Hohberger Cut
Rock Cutter, 6x8" Drop Machine, m. d., 4.7" Drop Ma-
chine, Peerless Plastic Machine, Rost
Cutter, 4-York Rollers, motor drive, 38"
Revolving Pan, m.d., 2-HP Mills Stick,
15-gal. Steam Jacketed Kettle, 20-ton
Freon Unit, Paper Baler, Single Capper,
Floor Polisher, Vacuum Spray Labeler,
Miller Wrapper, Pony Labeler. Box 367,
The MANUFACTURING CONFEC-
TIONER.

MACHINERY WANTED

WANTED: Savage revolving pan 18",
Groen gas vacuum cooker, 2 ft. Dayton
cream beater, 20 qt. vertical mixer;
small size horizontal marshmallow beater;
6" chocolate coater; 50# chocolate
melter. New or used equipment wanted.
State condition and price of equipment.
Box 1253, The MANUFACTURING
CONFECTIONER.

WANTED TO BUY: Used Brock Four
Way Hard Candy Cutter. Write:
Art Candies, Mt. Sterling, Ohio.

WANTED: 1 Currie Hy-Speed Candy
Cleaner Fred W. Amend Company,
Danville, Ill.

WANTED: 1-24" or 36" Greer En-
rober used and in good condition.
Write P. O. Box 75, Knoxville, Tennessee,
giving price and other information.

WANTED: Racine—Model M-Die type
Sucker Machine. Rosemary Candy
Company 352 Niagara St., Buffalo 1,
N. Y.

WANTED: Roll Card Feed Units for DF
and DF 1 Wrapping Machines. Paul F.
Beich Co., Bloomington, Illinois. Phone
3-8201.

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

Cellophane
BAGS

SHEETS • ROLLS • SHREDDINGS
Cellophane rolls in either boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags Sheets & Rolls
Tray Ribbons—All
Colors & Widths

Scotch Tape
Clear & Colors

Diamond "Cellophane" Products

Harry L. Diamond Robert L. Brown
"At Your Service"
74 E. 28th St., Chicago 16, Illinois

POSITIONS WANTED

Position Wanted

Life Time Experience in Chocolate Manufacturing

Founded and built up a successful chocolate manufacturing business, now in other hands.

Capable of operating a business on economic and profitable basis, both in production and marketing, on coatings and package goods.

Now in 50's and wants to remain active for a few more years. Can help a company either modernize and revamp their plant or set up a new operation. Would want to train younger men to take over in a few years. Box 150 **The MANUFACTURING CONFECTIONER**.

CONSULTANT: Now available to assist others in the field of quality pressed mints and hard candy. 30 years with leaders. Actual experience covers plant layout, setting up Conf. Lab., training personnel for quality control and production. Flavor research. Continuous production methods, packaging and merchandising. Box 264 **The MANUFACTURING CONFECTIONER**.

"Candy & Food Technologist, with wide experience in the development, production, and technical control of a complete line of confectionery and chocolate products, as well as numerous other foods, desires a position of responsibility to fully use his ability. Box 361 **The MANUFACTURING CONFECTIONER**.

Atlantic States

HERBERT M. SMITH

318 Palmer Drive
NO. SYRACUSE, NEW YORK
Terr.: New York State

BUSKELL BROKERAGE CO.

1135 East Front Street
RICHLANDS, VA.
Contact Wholesale Groceries, Candy Jobbers and National Chains
Terr.: Va., W. Va., Eastern Tenn., and Eastern Kentucky

JIM CHAMBERS

Candy Broker
84 Peachtree Street
ATLANTA, GEORGIA
Terr.: Ga., Ala., and Fla.

WM. E. HARRELSON ASSOCIATES

Strictly Confectionery Products
5208 Tuckahoe Ave.,
Richmond 26, Va.
Four Associates
Terr.: Virginia, West Virginia, North and South Carolina.

POSITIONS WANTED

FOREMAN, now employed wishes to make a change. 30 years experience in general candy pan line, and technologist in Bubble Chewing Gum Base. Top quality finishing and 100% high humidity resistance. Also will go to teach anywhere in foreign countries. Will furnish highest grade references from this state and foreign countries. Box 272 **The MANUFACTURING CONFECTIONER**.

HELP WANTED

WANTED: ENROBER MAN, experienced in production of top quality Miniature Chocolates, able to handle non-automatic tempering, adjust tunnels etc. New York City. Box 885 **The MANUFACTURING CONFECTIONER**.

CLASSIFIED ADVERTISING

designed to aid the candy man in finding a market for or source of used equipment, services and miscellaneous items. In replying to ads address: Box Number, The Manufacturing Confectioner, 418 N. Austin Blvd., Oak Park, Illinois.

Minimum insertion is 3 lines, at 40¢ per line, 80¢ for bold face; not subject to agency discounts.

Confectionery Brokers

SAMUEL SMITH

2500 Patterson Ave. Phone 22315
Manufacturers' Representative
WINSTON-SALEM 4, N. CAR.
Terr.: Virginia, N. Carolina,
S. Carolina

W. M. (BILL) WALLACE

Candy and Specialty Lines
P. O. Box 472-111 Rutland Bldg.
DECATUR, GEORGIA
Terr.: Ga. & Fla.
Thorough Coverage

East Central States

BERNARD B. HIRSCH
2960 N. Holton Street
MILWAUKEE 12, WISCONSIN
Terr.: Wis., Ia., Ill. (excluding Chicago), Mich. (Upper Penn.)

FRANK Z. SMITH, LTD.
Manufacturers Sales Agents
1500 Active Distributors
Box 24, Camp Taylor
LOUISVILLE 13, KENTUCKY
Terr.: Kentucky, Tennessee and Indiana

FELIX D. BRIGHT & SON

Candy Specialties
P. O. Box 177-Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee, Alabama, Mississippi, Louisiana

West Central States

JAMES A. WEAR & SON
P. O. Box 27
BALLINGER, TEXAS
Territory: Texas

Mountain States

G & Z BROKERAGE COMPANY

New Mexico-Arizona El Paso County Texas
P. O. Box 227 **ALBUQUERQUE N. Mex.**
Personal service to 182 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

LINES WANTED

CANDY AND ALLIED LINES for Western Pennsylvania. Twenty years experience same territory. Box 1255, **The MANUFACTURING CONFECTIONER**.

Broker with specialties items covering Chicago, parts of Michigan and Wisconsin wants extra lines which include summer items. Box 363 **The MANUFACTURING CONFECTIONER**.

MISCELLANEOUS

FOLDING CANDY BOXES: All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. **PAPER GOODS COMPANY, INC.**, 270 Albany Street, Cambridge 39, Mass.

BUSINESS FOR SALE

FOR SALE: Retail Candy Shop, with Luncheonette. Most Beautiful Candy Shop in Northern New Jersey, on one of the busiest shopping cities in N. J. Cost \$70,000 to set up. Complete Candy Factory & Dipping Rooms makes full line chocolates, hand dipped. Volume now \$100,000. Sickness necessitates sale, \$25,000 cash needed & terms. Box 271 **The MANUFACTURING CONFECTIONER**.

KAI SER MICHAEL

Broker
Manufacturers' Representative
"World's Finest Candies"
911 Richmond Drive, S. E.

ALBUQUERQUE, NEW MEXICO
Terr.: New Mexico, Arizona & El Paso, Texas area

Pacific States

LIBERMAN SALES COMPANY

324 Joshua Green Bldg.
1425 Fourth Ave.
SEATTLE 1, WASHINGTON
I. Liberman Cliff Liberman
Terr.: Wash., Ore., Mont., Ida., Utah

HARRY N. NELSON CO.

646 Folsom Street
SAN FRANCISCO 7, CALIF.
Established 1906
Sell Wholesale Trade Only
Terr.: Eleven Western States

RALPH W. UNGER & RICHARD H. BROWN

928 East 3rd St.
Phone: Mu. 4495
LOS ANGELES 13, CALIFORNIA
Terr.: Calif., Ariz., N. Mex., West Texas & Nevada



Advertisers' INDEX

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.

★ ★ ★

RAW MATERIALS

Ambrosia Chocolate Co.	45	Chas. Fuchs & Co.	50	The Nulomoline Div. American Mollasses Co.	Oct. '55
American Sugar Refining Co.	Nov. '55	Gum Base, Inc.	48	Oringer Manufacturing Co.	Nov. '55
Anheuser-Bush, Inc.	Feb. '56	Gunther Products, Inc.	July '55	Penick & Ford, Ltd., Inc.	Feb. '56
Armour & Company	Nov. '55	Hooton Chocolate Co.	52	Pfizer, Chas., & Co., Inc.	Feb. '56
Atlas Powder Co.	Feb. '56	Hubinger Company	10	Emil Pick	46
The Best Foods Co.	15	Walter H. Kansteiner Company	Feb. '56	Polak & Schwartz	46
W. J. Bush & Co.	48	Kohstamm, H., & Company, Inc.	16	Refined Syrups & Sugars Inc.	Feb. '56
California Almond Growers Exchange	19	Maxwell House Div., General Foods Corp.	Nov. '55	Speas Company	Sept. '55
Clinton Foods, Inc.	Feb. '56	Merckens Chocolate Company, Inc.	49	Staley, A. E., Mfg. Company	14
Corn Products Sales Company	Feb. '56	Merrill Lynch, Pierce, Fenner & Beane	52	Stange, Wm. J., Co.	Dec. '55
Cranberry Products, Inc.	Nov. '55	National Aniline Division, Allied Chemical & Die Corp.	Oct. '55	Sterwin Chemicals, Inc.	Feb. '56
Dodge & Olcott, Inc.	Second Cover	National Sugar Refining Co.	Nov. '55	Sunkist Growers	Dec. '55
P. R. Dreyer, Inc.	Feb. '56	Nestle Company, Inc., The Norda Essential Oil and Chemical Company, Inc.	Fourth Cover	Union Sales Corp.	Feb. '56
Durkee Famous Foods	Feb. '56	Nu Coat Bon Bon Company	50	Van Amerigen-Haebler, Inc.	Feb. '56
Felton Chemical Co.	12			Wilbur-Suchard Chocolate Company, Inc.	51
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Fritzsch Brothers, Inc.	8				

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The Aluminum Cooking Utensil Company	Feb. '56	Greer, J. W., Company	Feb. '56	Savage Bros. Co.	37
Buhler Brothers, Inc.	Dec. '55	Hansella Machinery Corp.	25	Schutz-O'Neill Company	38
Jabez Burns & Sons, Inc.	June '55	The Kontro Corp.	32	Sheffman, John, Inc.	21, 29
Burrell Belting Co.	Nov. '55	Lehmann, J. M. Company, Inc.	23	Solidia Trading Co.	35
Fred S. Carver, Inc.	Feb. '56	Molded Fiberglas Tray Company	22	Standard Casing Co., Inc., The	39
Cincinnati Aluminum Mould Co.	Feb. '56	National Equipment Corp.	40	Stehling, Chas. H., Co.	32
Confection Machine Sales Co.	39	Niagara Blower Company	34	Stuart Hale Co.	Feb. '56
Corrigan, J. C., Inc.	39	Racine Confectioners' Machinery Co.	26	Taylor Instrument Co.	36
Currie Machinery Company	June '55	Rotary Machine Co.	July '55	Union Confectionery Machinery Co., Inc.	Feb. '56
The Girdler Company	Jan. '56			Vacuum Candy Machinery Co.	
				Voss Belting & Specialty Co.	
				The Woodman Company	Jan. '56

PACKAGING SUPPLIES AND EQUIPMENT

American Viscose Corp.	Feb. '56	C. G. Girolami & Co.	Feb. '56	Olive Can Company	3
Bakelite Company	Feb. '56	Heekin Can Co., The	Oct. '55	Package Machinery Co.	Dec. '55
Battle Creek Packaging Machines Inc.	Oct. '55	Hudson-Sharp Machine Co.	31	Rhinelaender Paper Company	Feb. '56
Cooper Paper Box Corporation	52	Ideal Wrapping Machine Company	36	Riegel Paper Corporation	Dec. '55
H. S. Crocker Co., Inc.	Oct. '55	Industrial Marking Equipment	Feb. '56	Stuvvesant Engineering Company	Feb. '56
Daniels Manufacturing Co.	13	Kiwi Coders Corp.	39	Sweetnam, George H., Co.	Feb. '56
Diamond "Cellophane" Products	53	Lassiter Corporation	4	Taft, R. C., Co.	50
Doughboy Industries, Inc.	Dec. '55	Lynch Corporation, Packaging Machine Division	Feb. '56	Tompkins' Label Service	Feb. '56
Dow Chemical Co., The	11	Melrose Packaging Corp.	Dec. '55	Traver Partition Corp.	Feb. '56
Eastern Can Company	Aug. '55	Milprint, Inc.	7	Triangle Packaging Machinery Co.	Feb. '56
Exact Weight Scales Co.	Dec. '55	Monsanto Chemical Co.	18	Visking Corporation	Feb. '56
Foxon Company, The	Dec. '55				

doodlings

by tom sullivan

HAPPINESS IS SPEECHLESS, said George William Curtis.

Wonder if this could have occurred to him after warming his fanny at a few convention sessions?

IT IS NOT a matter of record, but Curtiss could have come up with this one after reading some New Year Forecasts:

*I walked beside the evening sea
And dreamed a dream that could not be:
The waves that plunged along the shore
Said only: "Dreamer, dream no more!"*



SAYS NCA's PHILL GOTT while viewing 1956 as "A Promise, A Challenge:"

" . . . in 1956 an estimated twice as many people will be entering the 10-19 age group as will be leaving it . . . Therefore, manufacturers will have a market including 20 percent more teenagers and 5 percent fewer mature adults . . . and confectionery sales should take a definite upward trend with proper promotion."

Solacing enough to candy makers but dubiously so to our gendarmerie. Our local Police Commissioner has asked the City Council for a couple of thousand extra cops.

THIS REMINDS us that today's correctional officers are not the first who would punish the parents for the delinquency of their children. We've just discovered that *Diogenes struck the father when the son swore*. And that was way back when.

FROM MR. HENRY B. duPont's pen comes the following:

"The role of leadership in tomorrow's world will be assumed neither by those who know a great deal about a very little or a very little about a great deal. It will be discharged only by those with grasp and understanding—leaders, in short, whose horizons are wide enough to comprehend the world in which we live."

IF YOU ARE now of a mind to dabble a bit in the metaphysical, consider this thought offered by a well-known cleric:

"For peace and unity and order in the world, we need to recall the truth that better times await the emergence of better men. We must take up with renewed zeal the task of building these better men, in the conviction that the future of our nation and of the world is in the hands of our children."

WEATHERLY B. FORBES continues to enlighten us on special promotion occasions as they are about to occur. Says he:

"Candy men who have a yen for 'Dairy' can have their fill of it during March which offers such thrillers as *Cheese 'n Ry-Krisp Month*, *Cottage Cheese Cling Peach Salad Time*, and *One-Dish Meals with Cheese Month*. March," he adds, "is known also as *Spring Clean-Up Time*, even by the mice."

PEOPLE IN CANDY business who are thinking of product diversification might consider concocting a special Lenten confection. Kraft is sure to have a few recipes.

DON'T FORGET, Fobbs advises, "to put your best grin forward from March 5-10. This will be *National Smile Week*." He even suggests laying in a fresh stock of jiggers and applejack.

THE WELL-KNOWN marketing consultant also reminds our readers that neither fast nor abstinence is called for on March 17th, a day when every cosmopolitan midway should be lined with candy stands offering just about everything except Peeler, Black-and Tans, and Orange Slices.

WINDING UP HIS contribution to this imperishable piece of what-have-you, Mr. Fobbs thinks you ought to be mindful of the fact that March 24-31 is *Let's Play Ball Week*. This, he says, is a mighty appropriate time to commit yourself wholeheartedly to the support of candy's projected public relations campaign.

THOMAS CARLYLE asked and answered:

*What is man? A foolish baby,
Vainly strives, and fights, and frets.
Demanding all, deserving nothing,
One small grave is all he gets.*

OUR OLD BOSS, John Bain, once advised:

Puff your smoke heavenward and pitch your thoughts toward the clouds.

For both business and social climbers, among others, Nietzsche offered this one:

*"If ye would go up high, then use your own legs!
Do not get yourself carried aloft; do not seat yourself on other people's backs and heads!"*

CARLYLE COMES IN here again to tell us:

There is endless merit in a man's knowing when to have done.

Cross the Flavor Barrier with NESTLÉ'S

Nestlé's coatings always appeal and impress. Nestlé's is consistently delicious, consistently dependable, consistently superior. For quality, Nestlé's is "High as the Alps."



PETER'S • RUNKEL'S



**THE NESTLE COMPANY, INC.
2 WILLIAM STREET • WHITE PLAINS, N.Y.**

® Trade Mark Reg.

WAREHOUSES:

Atlanta • Cambridge, Mass. • Chicago • Cincinnati • Cleveland •
Dallas • Denver • Detroit • East Hartford, Conn. • Fulton,
N. Y.—Factory • Jacksonville • Kansas City, Mo. • Los
Angeles • Milwaukee • Minneapolis • New Orleans • New
York • Philadelphia • Pittsburgh • Portland, Ore. • St.
Louis • Salt Lake City • San Francisco • Seattle



Clean, stainless steel everywhere, for Norda Nodes—as the top of the cyclone collectors shows here.

Nothing's known like Norda Nodes...
spray-dried for you by Norda

Does Norda know more about making
superior spray-dried flavors for you than
anyone else in the business?

Let quality answer that question. Test Norda Nodes yourself.

Norda Nodes are spray-dried flavors produced with great efficiency in a plant considered a model of the best in modern spray-drying.

Norda Nodes insure your mixes long-lasting, *in-grown*, pure fruit flavor, because the true, original Norda Flavors have been *in-blown*, locked in colloid-coated minute Norda Nodes—flavor “buds”—and cannot escape until liquids are added.

The rich, real flavor you put in your product reaches the user unchanged.

Send on your letterhead for *free samples* of Norda Nodes.

“Flavor it with a Favorite”
Norda Nodes

Norda, Inc., 601 West 26th Street
New York 1, New York

